THE Dublishers' Weekly.

The American BOOK TRADE JOURNAL

VOL. CXXIV

NOVEMBER 4, 1933

No. 19



Joining anthony adverse, peter ashley, the sea witch and diana stair . . .

A BOOK OF AMERICANS

by Rosemary and Stephen Vincent Benét

A panorama of American history in verse. In its second printing before publication. Illustrated by Charles Child. \$2.00 November 11th.

JONATHAN BISHOP

by Herbert Gorman

One of the greatest romantic novels of the last ten years, by the author of The Scottish Queen and The Incredible Marquis. \$2.50 November 13th.

FARRAR & RINEHART, 9 E. 41 St., N. Y.



Macmillan announces

THE BIRD OF DAWNING

We believe this to be one of the greatest sea stories of recent years, representing Masefield at his superlative best

As a novel it will satisfy every man, and nearly every woman customer you have, and it will delight every lover of literature. . . . A magnificent novel of the sea, of action, adventure, shipwreck, hardship, heroism and victory in as thrilling a race as has ever been portrayed. . . . We ask but one thing—that you read this novel yourself. We shall promote it to a large sale.

To be Published
November 6th

To Sell at \$2.50

THE MACMILLAN COMPANY · NEW YORK

BOSTON

ATLANTA

DALLAS

SAN FRANCISCO

SAMUEL PEPYS The Man in the Making

ARTHUR BRYANT

November 8th . . . \$3.00

Beautiful Exciting The Tale of Writing Reading a Man

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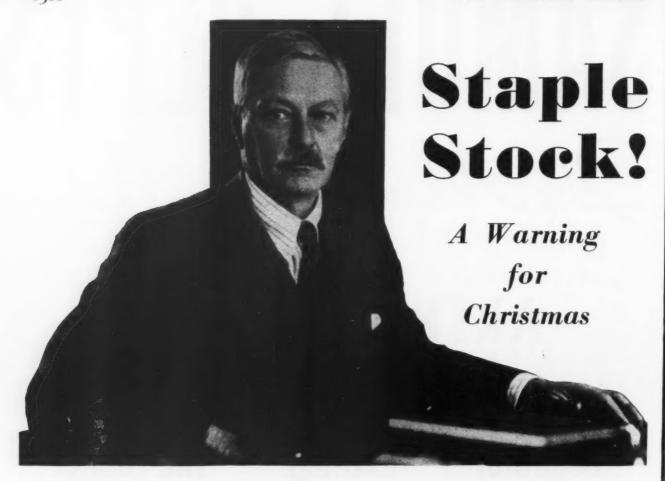
Here for the first time is the whole story of Samuel Pepys. Previous biographies of Pepys have been based on the published parts of the Diary. Arthur Bryant has had the advantage of seeing the suppressed passages and working from notes and papers hitherto unused. By sticking to his job, by sheer hard work and diligence, Pepys saved the British Navy. In private he was "licentious in thought and deed, an unfaithful husband and a seducer." But even in his worst lapses from virtue he was as lovable a rogue as ever lived.

• Here is a book—beautifully written—giving as never before the greatness and the meanness, the secret hopes and fears, the courage and the weakness which go to make up—A MAN.

The Biography of the Fall

THE MACMILLAN COMPANY

NEW YORK . DALLAS . BOSTON . CHICAGO . SAN FRANCISC



E. F. Benson's

books sell year in and year out especially as gifts. They will be advertised for Christmas in the December ATLANTIC MONTHLY

EDWARD

"Lively and sympathetic. Far the most interesting appraisal of Edward."-N. Y. Herald Tribune.

"Written with skill and zest."-Saturday Illustrated \$3.00

Charlotte Brontë

Unabashed by the biographical material suppressed by the Victorians as "improper," Mr. Benson has restored the real woman. "Absorbing reading."-The Atlantic Monthly. Illustrated \$4.00

AS WE WERE

"Delightful and intimate memoirs of Eng-

"Delightful and intimate land's Purple Nineties.
"What a parade it is! I caution all my friends not to buy it because I intend to give it to them."—Alexander Woollcott.

Illustrated \$3.00

With the same charming wit and sparkling satire of his famous As We Were, Mr. Benson presents this engaging and important revue of contemporary society and letters, with emphasis on the social upheaval which has come since the war. \$3.00

Longmans, Green & Co., New York and Toronto

A new campaign on the book that put Geography on the map



A Few dozen of the ten thousand odd books published yearly become best sellers. And, meteor-like, the great majority of that small proportion flash momentarily into prominence, then disappear from the limelight as fast as they arrived.

But a tiny percentage of the tiny percentage refuse to be meteors. And Van Loon's Geography is a book like that. It lived, lustily, the full life of a best seller — and then refused to stop. It became instead of a meteor, a fixed star. Without advertising, it continues to sell sensationally month in and month out. The total is now 142,000.

month in and month out. The total is not this book is one. This can only mean one thing — that this book is one of the rare kind, a best seller that is here to stay because it answers a basic human need fully and well — that it is in reality a geography so human and entertaining that it has put Geography on the map.

VAN LOON'S GEOGRAPHY

By HENDRIK WILLETT

ADVERTISING

THE ADVERTISEMENT on your left is a reproduction of one of a series of ads which will be run between now and Christmas in big space. The initial appropriation for this campaign is \$1,500.

Note: Ever since we stopped advertising Van Loon's Geography we have been selling over 1,000 copies a month. We believe that with this campaign we will be able to sell 10,000 copies between now and the end of the year.

MERCHANDISING

THE COPIES sold for Christmas trade will be boxed. Mr. Van Loon has just come back from Europe and has designed a label for the box. We would like to reproduce it in this ad but P.W. is in a hurry for the weekly closing. May we ask you to take our word for it that the box will be a beaut!

— ESSANDESS

"VAN LOON'S GEOGRAPHY

By HENDRIK WILLEM VAN LOON

SIMON AND SCHUSTER · PUBLISHERS · NEW YORK CITY

117,000
people have bought it in the 3 edition



ONLY YE

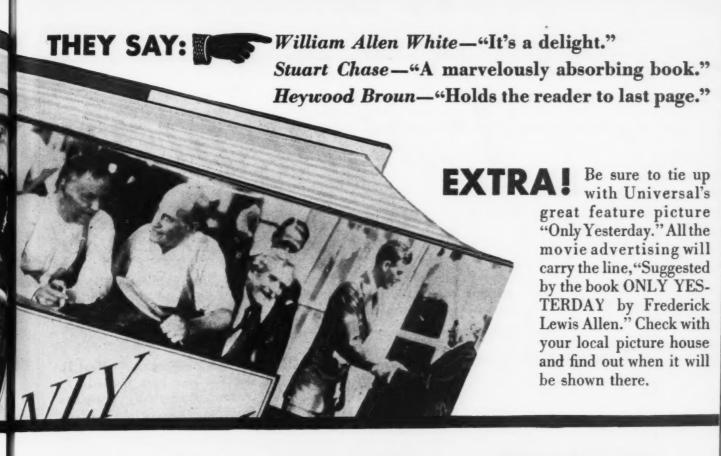
An Informal History of the 1920by

To be Published Nov. 15

BLUE RIBBON BOOKS, Inc.

448 Fourth Ave., New York





FRDAY

2 by FREDERICK LEWIS ALLEN



NO

Enthusiasm for the short bible

has exhausted the first large printing two weeks after publication. Second printing ready November 10th. Read what's being said about the five important features of this book:

- THE SELECTION: "An abbreviated edition without losing any values"—Neal D. Newlin in the Cincinnati Post. "A book that has long been needed . . . presenting the salient facts of the Bible . . . but utilizing only such parts as would give a connected story"—Boston Post.
- THE INTRODUCTORY ESSAYS: "The introductions clarify the material in a most unaccustomed way, so far as the average reader is concerned. Every one who reads the Bible should have this book as an auxiliary"—Baker Brownell, Northwestern University.
- THE CHRONOLOGICAL ARRANGEMENT: "I am quite intrigued with the "Short Bible" and the historical order that you have observed. This volume will doubtless stimulate intelligent Bible reading in multitudes who otherwise would not be attracted to it"—Dr. Louis L. Mann.
- THE TRANSLATION: "In sheer beauty of language and dramatic incidents it outdoes the best selling fiction or the most impressive historical work"—

 Los Angeles Saturday Night. "The reputation of the two editors (Edgar J. Goodspeed and J. M. P. Smith) stands for what is most thorough-going and advanced in modern Bible scholarship"—Evangelical Herald.



THE FORMAT: "A book for reading, gaily bound in red cloth"—
Time. "Looks human, reads human, is human"—International Journal of
Ethics.

Check your stock on THE SHORT BIBLE. An ideal Christmas gift for men, women, and young people—it is a great book value at \$2.00.

THE UNIVERSITY OF CHICAGO PRESS 5750 Ellis Avenue, Chicago, Illinois

An Instantaneous Success!

Published last Friday, October 27th. Re-orders for fifties and hundreds began, by wire, letter and 'phone, on Monday morning.

Feature reviews and news stories everywhere, a dominating advertising campaign in full swing, reader interest on every page, a popular price for a big book with 30 illustrations. Here's your chance for big and steady sales—right up to Christmas, and beyond.

Crowded Hours

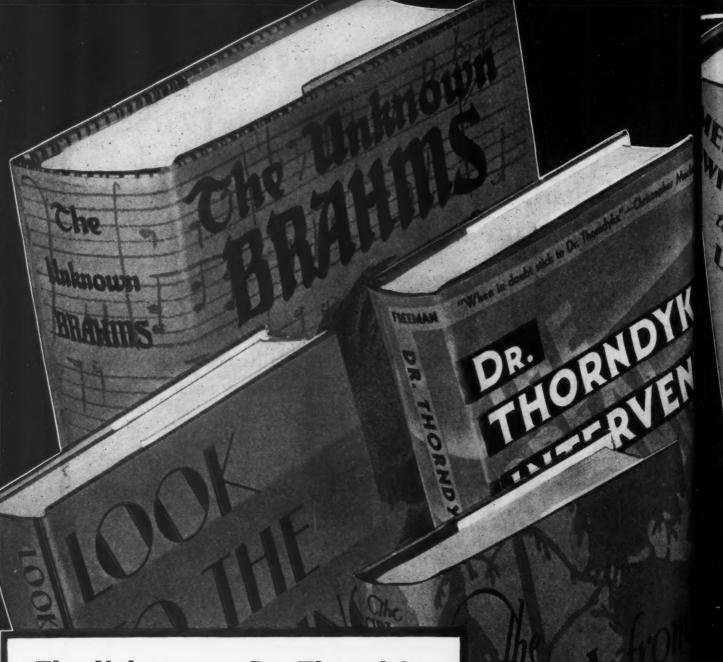
Reminiscences of

Alice Roosevelt Longworth

Washington life, diplomatic, social, political, from the '90's right down to date, described from the inside by a woman who has seen it all and makes it live again. Almost entirely rewritten from the first magazine articles, plus whole chapters of brand new material. "Genuine unexpurgated Alice Roosevelt," writes Lewis Gannett in The New York Herald Tribune. \$3.00

Now you can add "Crowded Hours" to the outstanding Scribner list of best-sellers of the Fall, which includes "One More River" by John Galsworthy, "Over Here" by Mark Sullivan, "The Dragon Murder Case" by S. S. Van Dine, "Richard Harding Davis: His Day" by Fairfax Downey, "Marlborough: His Life and Times" by Winston S. Churchill, "Entertaining the Islanders" by Struthers Burt, and The Scribner \$1.50 Series of Illustrated Classics.

CHARLES SCRIBNER'S SONS, NEW YORK



The Unknown **BRAHMS**

By Robert Haven Schauffler

The fairest and most balanced estimate of Brahms as man and artist that has yet appeared in any language. 26 unusual illustrations. 560 pages. \$3.50

LOOK to the LIGHTNING

By Gilbert Maxwell

A significant book of verse, praised by John Hall Wheelock, Blanche Shoemaker Wagstaff and William Rose Benét. \$1.50

Dr. Thorndyke Intervenes

By R. Austin Freeman

The famous sleuth returns once again to crack the most intricate and thrilling case of his career.

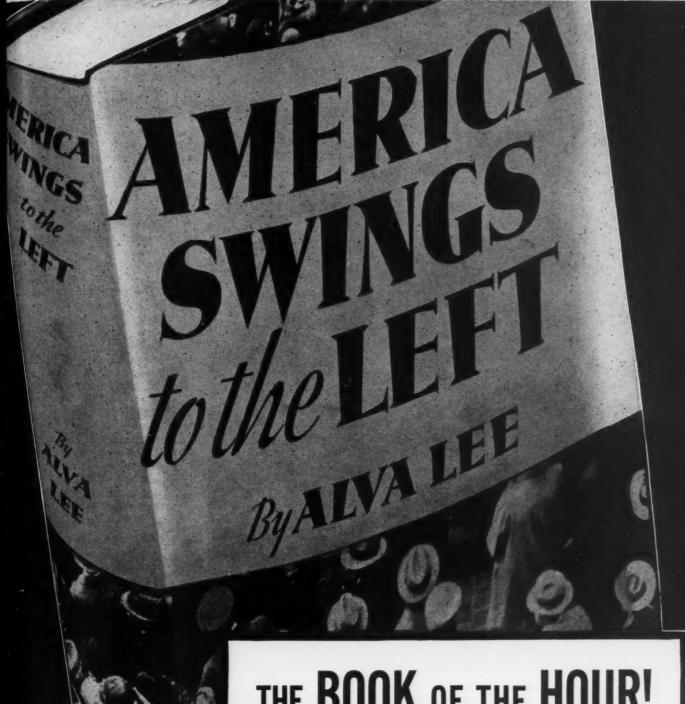
The Girl from **GLENGARRY**

By Ralph Connor

A new Glengarry romance, set against the background of present-day social and religious up-\$2.00 heaval.

DODD, MEAD & COMPANY

5 IMPORTANT BOOKS!

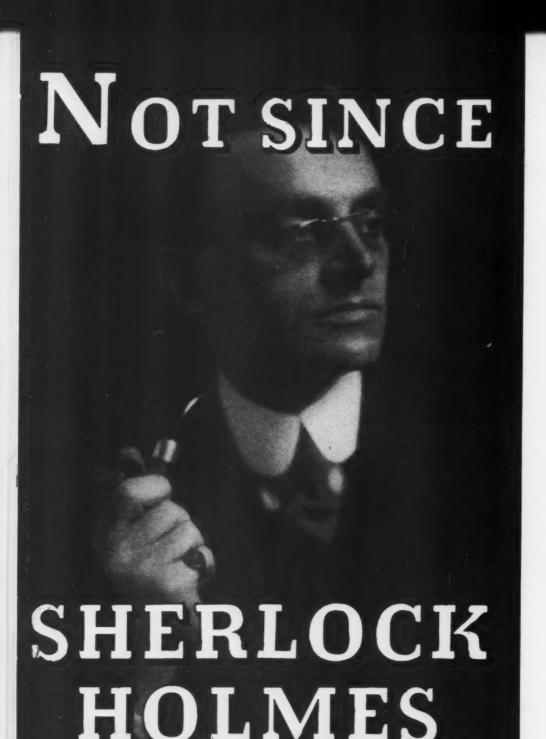


THE BOOK OF THE HOUR!

AMERICA SWINGS TO THE LEFT, by Alva Lee, is the fist clear-sighted, non-partisan picture of the present position of the national government with regard to the many features of the industrial recovery program—inflation, NRA, agricultural bonuses, taxation, tariff and related matters-their present status and their implications for the future! A book of tremendous and immediate importance. Every thinking American is a prospective customer. 192 pages. \$1.50

449 Fourth Avenue New York

MPANT



H. C. BAILEY

is an Oxford scholar, great London journalist, creator of Mr. Reginald Fortune-special advisor to Scotland Yard. Mr. Fortune's cases have ranged through every kind of violence and crime, but they have never been more startling than in this new book. From the subtie killing in which a cigarette case was the vital clue, to the terrible affair of the child who apparently tried to commit murder, the woman who read Isaiah in an old Bible, and the dying mother, they are matchless in their quality of excitement and suspense. So well-written that they appeal to the brightest minds; so deft and exciting that the lowest of lowbrows like them; as absorbing to women as to men, they represent the detective story at its absolute best.

To help you reach the largest possible audience the Crime Club will issue an unqualified guarantee with this book. If any of your customers don't like it, their copies may be returned to us. Advertising and promotion will feature this guarantee.

... has there been a detective to equal Mr. Reginald Fortune. He has proved his popularity not only with such connoisseurs as Stephen Vincent Benét and Alexander Woollcott, but with the great mass of mystery readers. The market is ready and eager for this new book of his adventures, the first in nearly two years. His sales have increased steadily with each succeeding book. In format MR. FORTUNE WONDERS is unusually attractive — designed to appeal particularly to the Christmas trade—oversize (5-1/2" x 7-7/8") with wrapper and chapter-heads by Frederic Dorr Steele, famous illustrator of the Sherlock Holmes stories.

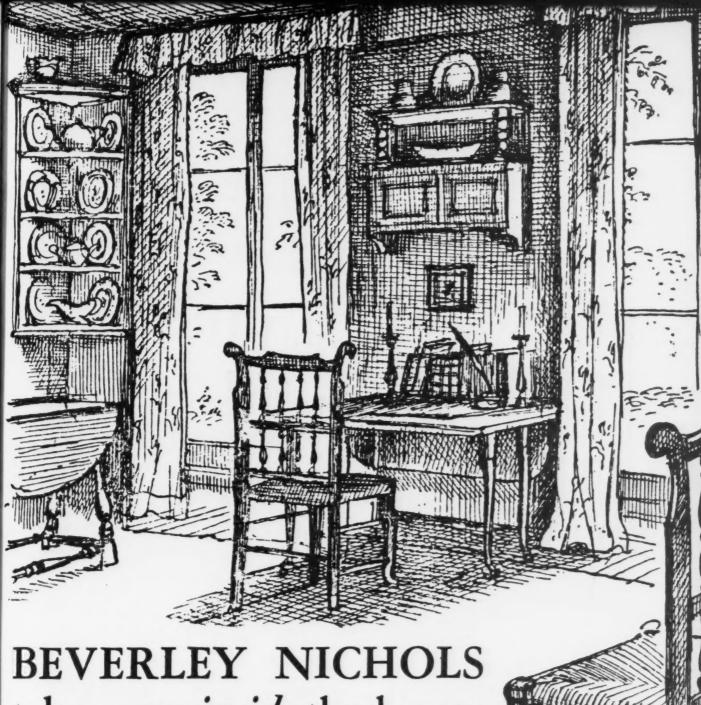
MR. FORTUNE WONDERS

Ready December 6th-\$2-CRIME CLUB, Inc., Garden City, N.Y.



Here'

brilli. Decer



BEVERLEY NICHOLS takes you *inside* the house in his new book. . .

A THATCHED ROOF

It's a companion volume to that 'hardy perennial' best-seller DOWN THE GARDEN PATH—except that where that book was about a garden, this one's about a house. Rex Whistler has illustrated it in the same delightful way—and you can sell it together with DOWN THE GARDEN PATH, in an attractive holiday box, at \$5.00, or separately at \$2.50. Coming Dec. 6th.

-DOUBLEDAY, DORAN-

★ ★ ★ ★ CHRISTMAS SPECIALS

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Here's the eagerly awaited Noel Coward Omnibus—PLAY PARADE—approximately 600 pages—seven plays as readable as, and including Design for Living—with a brilliant new introduction by the Author. Coming December 6th.

\$3.50

And check these, because you're going to have plenty of calls for them:

MARY OF NAZARETH, by Mary Borden. \$2.50

JUNIPERO SERRA, by Agnes Repplier. \$2.50

INTERNAL REVENUE, Essays by Christopher Morley.

CHARLES DICKENS: A Life, by Stephen Leacock. \$3.00



CHARLES the FIRST

King of England

Here is a biography that, for the first time, digs underneath the dusty surface of cold historic facts to bring you the true causes and emotions underlying the dramatic conflict between Charles I, Buckingham and Cromwell. Here is history—human, natural, appealing—more fascinating than fiction! Here is a book that bids fair to become the rightful heir to the popularity of the best-selling MARIE ANTOINETTE. (With numerous reproductions of paintings, drawings and documents of the times, \$4.)

By HILAIRE BELLOC Author of "Richelieu," "Napoleon," etc.

THE BELOVED STRANGER

Continuing the prestige of her long line of best-selling novels, Grace Livingston Hill now brings to thousands of enthusiands of readers this delightful new story of Sherrill, who discovered on her wedd husband that her would-be husband that her would-be was unfaithful, and decided was unfaithful, and about it to do something Price \$2

GRACE LIVINGSTON

IT WAS THE NIGHTINGALE

There have been other popular autobiographies, but popular autonographics, out seldom one full of so much to interest book lovers as this extraordinary life-story of Ford Madox Ford, that of Ford Madox Ford, that literary personage and confident of great Conrad, Proust, Joyce, and Hemingway, Lewis, and Hemingway, Lewis, and Hemingway, Lewis, and others sparkle in revealing Price \$3 anecdote.

FORD MADOX FORD

THE TAX RACKET

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BLU

Because 24 cents out of every dollar you (and your every dollar you (and your customers) now earn the spent for taxes, and still amount promises to go still amount promises to go they will do well to get this enlightening handbook acts will do wer handbook enlightening tax up-to-the-minute author up-to-the-minute tax in the part of the part of the part of tax matters. tax matters.

By RAY E. UNTEREINER Ph.D., J.D.

Published by

J. B. LIPPINCOTT CO.

Washington Square, Philadelphia Copp, Clark Co., Ltd., Toronto, Canada Blue Ribbon

Oct. 28?

5 BEST SELLERS

MICKEY

SILLY

6 Great Books

Fourth Step

MORE BEST SELLERS

To The Trade:

DEVILS, DRUGS, AND DOCTORS by Howard W. Haggard, will be published on November 15th by Blue Ribbon Books. Here is the most salable reprint of 1933. It combines the personal approach with the vivid and amazing facts of medical history. We are retaining all the 146 illustrations of the original edition. After 21 printings at \$5.00, this 'natural' has been released for reprint. We will tell the full story later.

Look carefully at every title on this list of October and November publications. Each one has been carefully selected with an eye to sales. The group has been collected to please every kind of customer. Devils, Drugs, and Doctors is the obvious leader of the fall. The Great Mouthpiece is the most dramatic biography of the past three years—a book people talk about. The Jules Verne Omnibus is a perfect addition to the fastest selling group in the Blue Ribbon Line—the 'Best Known Works' of Poe, Wilde, Voltaire, Ibsen, etc. Great English Short Stories contains 1100 pages of literary master—pieces—one of the biggest dollar's worths you have ever sold. N by E brings to your customers not only a thrilling tale, but also an abundance of fine illustrations by one of the most famous artists in America.

Which can be displayed, promoted and sold.

MR A MEMBER U.S.

O.

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Watch for the Next Step

Engine Ruyual

Devils, Drugs
and Doctors
By HOWARD W. HAGGARD

The Jules
Verne Omnibus

The Great

Mouthpiece

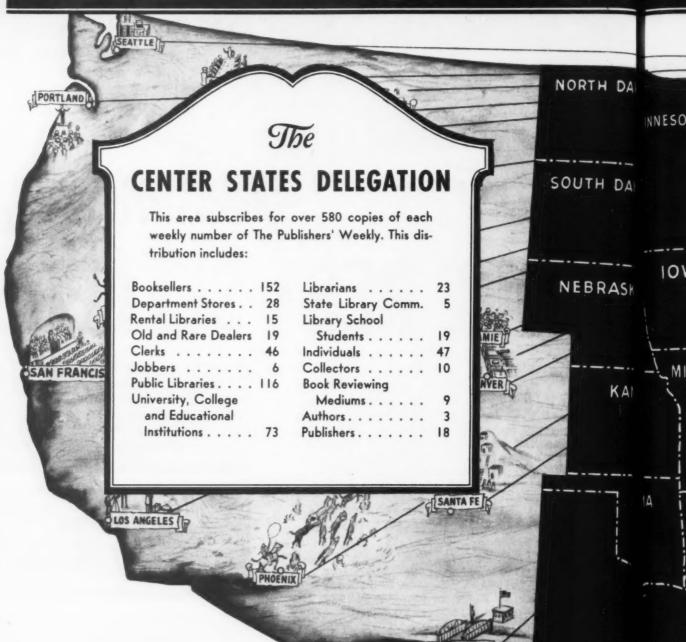
By GENE FOWLER

Great English
Short Stories
Edited by LEWIS MELVILLE
and REGINALD HARGREAVES

ROCKWELL KENT'S

N by E

EEKLY MOVE



The bookselling centers of this vast farming area along the "left bank" of the Mississippi from Dakota-Minnesota to Texas-Louisiana, are of considerable importance.

The merchants of St. Paul and Minneapolis serve not alone those two splendid cities, but they cater also to farmers and townspeople along the Great Northern and Northern Pacific all the way to the Rockies. The great urban areas of Missouri-St. Louis and Kansas City-also have retail and trading contacts extending far out into the farming and stock raising country-side. Houston has high rank among active

retailing communities, and Houston is not the only important book city of Texas—Fort Worth, Dallas and San Antonio are all important retailing areas. New Orleans ranks high among book retailing centers of the South and has a trading area of great extent.

Trade problems are of all types. Here, as further west, are vast distances between urban centers; here again a territory far removed from the source of book supply.

The Public Libraries of the smaller cities, the Teachers' Colleges and other Edu nd farm ooks to ist covers ers and co

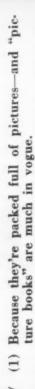
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NUTE BOOKS" have rung the bell...



Because they represent such wonderful value at the retail price of \$1.00.

Because each volume is crammed full of information, presented in tabloid form.

Because parents, teachers and librarians all over (4)

Because they help make schoolwork easy, pleasant the country have endorsed them. (2)

MERICAN CITIES

Because they are the kind of books which makes all and painless. (9)

Because their format is so beautiful that they are who see them want to buy-not rent-them.

Because they are priced within the range of everyideal to give as gifts. (8)

Because hundreds of booksellers have successfully merchandised them. body's purse. 6)

Because they lend themselves so attractively to store display. (10)

vassing by booksellers who hire young people on a Because they lend themselves to house-to-house cancommission basis. (11)

mother that the MINUTE BOOKS belong in the Because it is easy to persuade every father and V (12)

MINUTE SKETCHES OF GREAT OUR PRESIDENTS AT A GLANCE MINUTE STORIES OF THE OPERA BRIEF BIRD BIOGRAPHIES MINUTE STORIES FROM THE MINUTE BIOGRAPHIES COMPOSERS

GREAT MOMENTS IN LIFE OF MINUTE GLIMPSES OF AMERI-GLIMPSES OF AMERICAN HIS. **CREAT MOMENTS IN HISTORY** MINUTE EPICS OF FLIGHT WASHINGTON CAN CITIES TORY

GROSSET & DUNLAP, Publishers, NEW YORK

Soli



GROSSET & DUNLAP, Publishers, NEW

AFTER THE BLUE EAGLE

...what?

IN this searching study of transformations in our national life which have amounted to an economic revolution, the distinguished author of *Economics of Business Cycles* and *The Trend of Business* shows that remedies for existing conditions must be more than depression panaceas.

Here is a comprehensive and brilliant analysis of what caused the most disastrous depression in our history . . . why business, through the operation of natural economic laws, could not work itself out of the depression . . . what has brought about the breakdown of the laissez-faire business policy . . . what will happen if the present temporary government control plan is abandoned.

Written with unusual vigor and interest, by a man recognized as one of the foremost authorities among economists on business cycles, this book is almost indispensable to anyone interested in the future of American government and business.

OUR ECONOMIC REVOLUTION

Solving Our Depression Problems Through Public Control of Industry

by ARTHUR B. ADAMS

To be published December 1. 212 pages, \$1.50

UNIVERSITY OF OKLAHOMA PRESS: Norman



LYTTON STRACHEY'S

Characters and Commentaries

Essays, never before in book form, that were written over a period of thirty years, covering a wide variety of subjects, and demonstrating the development, the brilliance, and the versatility of one of the greatest prose stylists of modern times. Just out, \$3.00

BENEDETTO CROCE'S

A History of Europe in the Nineteenth Century

"A new book by Benedetto Croce is always an event, but this is epoch-making," said the N. Y. Times. Not conventionalized history, but an inspired philosophical work, it offers a new concept of the past century and will undoubtedly be of world-wide influence.

Just out, \$3.50

HARCOURT, BRACE AND COMPANY
383 Madison Avenue New York

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THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NOVEMBER 4, 1933

Good Books Will Rent

Library Customers Will Respond to Good Literature if It Is Made Available

ANONYMOUS

WHENEVER I READ IN ADVANCE NOTICES that a book by some one of the very popular, offcolor authors will be a best-seller and a "sure big renter" I am furious; consequently I am furious very frequently. Why is it taken for granted that circulating libraries are the same everywhere, institutions for renting all the spicy novels that public libraries do not have? Why is it taken for granted that good books

never pay in rental libraries?

We have found just the opposite to be true, contrary to all predictions. We opened our bookshop some two years ago in the midst of the depression, in a city of twenty thousand where the public library holds a record for the number of books in circulation, and where there were already two thriving circulating libraries. Of course we planned on a library in connection with the shop and discussed our plans with a few prominent citizens of the city in which we were total strangers. Everyone warned us against putting any good books in our library. We were told by one woman who had once had a library here that if we made any money at all in renting books we must depend upon racy novels, light romances, mysteries and westerns. But, she told us, not more than three people in the whole city had ever even heard of Virginia Woolf or Robinson Jeffers.

Being determined to make a success of the kind of shop we wanted, or none at all, we took none of this advice. We have followed our own inclinations to rent books rated as literature, and ever since the shop was six months old our library has paid our total rent and in good months, about four in the year, has doubled that amount.

Our city is not by any means a center of culture; it is considered quite the opposite, a very middle-class place. The public library caters to no particular class but stocks a balanced list of best-sellers, thrillers, stable nonfiction and standard literature. The other two circulating libraries have their steady clientele, one specializing in westerns and detectives, the other in very light romances and spicy books for the high-school trade.

In this admittedly very middle-class city we have found some surprising creatures:—a woman who is reading "The Decline of the West" in German; an octogenarian classical scholar who is a profound student of Robinson Jeffers; an instructor in the high school who recently gave a most intelligent lecture on T. S. Eliot; no less than five people who agree that Virginia Woolf's "The Waves" is one of the three greatest contributions to modern literature; and a score or so who await a new book by H. M. Tomlinson or Kay Boyle or Evelyn Scott. The public library cannot have enough copies of such books to please these book lovers who are impatient to read the latest by their favorite authors; hence,

Do these rentals interfere with the sale of books? No, quite the opposite. We have found, like all booksellers, that people are more careful in the selection of the books they buy than they were a few years ago. Non-fiction has sold much better than fiction this year. But when our library renters have

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read these very good new novels, then they decide which ones they wish to own, for most real book lovers will not buy fiction for their shelves unless it is worth re-reading or loaning to someone. And so we have found that renting the best in modern literature has increased the sales of books rather than decreased them.

We sold five copies of Powys' "Philosophy of Solitude" as a direct result of having it in We started two our circulating library. readers buying the books of Kay Boyle as a result of renting her latest book of short stories. One man, as a result of reading Jeffers' "Thurso's Landing" from our library ordered all of Jeffers' books. The circulation of Housman's excellent volume "The Name and Nature of Poetry" has induced two of our library patrons to buy one new book of poetry each month. We told one reader who admired Sackville-West's "Family History" that the illustrations in Virginia Woolf's "Orlando" were mostly of Sackville-West and of Knole, the Sackville estate. This reader promptly bought "Orlando" and liked it so much that

she ordered all of Virginia Woolf's books in the uniform edition. While our copy of "Swann's Way" has been read through few times, it did induce two enthusiasts to buy Proust complete. And there have been many other instances.

We have found that if a new author can be introduced to a person for five or ten cents (our rental rates are five cents a day) there is a chance of a substantial sale resulting, whereas if the customer had to wait until he could afford two dollars and a half on a chance of liking an unknown author, he might wait a long time.

Of course we stimulate interest in good forthcoming books by sending out a monthly mimeographed bulletin. Invariably, long before a new book by any of the exceptionally good authors is published, we have a fairly lengthy reservation list.

Good books WILL rent. And the bookseller who is also a booklover, if he chooses to have a circulating library, need not demean himself by renting books for which he has no respect.



Simon & Schuster are suggesting displays like this one of the Charles E. Lauriat Co. in Boston to tie up "The First World War" with Armistice Day

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The Book Nook enjoys a reputation for completeness. Almost any book stocked in the last four years is available to the shop's customers, one of whom has taken out more than 1600 books

The Book Nook of the Park Lane Hotel

THE BOOK NOOK CELEBRATED its fourth birthday in April. It began life in the Surf Hotel in Chicago in 1929 and outgrew its first quarters in three weeks and moved across the lobby where it continued for three years. More than a year ago it moved to the Park Lane Hotel in Chicago where it is established on the main floor, overlooking the drive and Lincoln Park. The Book Nook enjoys a reputation for completeness. Emily Brown Conner, the proprietor, when she disposes of old books which have passed their heyday, usually keeps one copy on the shelves so that almost any book which she has stocked in the four years of her library career will be on hand if it is asked for. One of her library customers has read, so her card shows, over 1600 books. The Book Nook has a stock of juveniles, but otherwise does not stock books for sale though it fills special orders. The library carries no sidelines.

When her convent days were over, Mrs. Conner had an ambition to be a toe dancer but that career was frowned upon by her

reverend father and her mother. So she went to the editor of the Houston Chronicle in her native town in Texas, persuaded him to give her a position, and rose from the ranks until she became a feature writer covering stories hither and yon until fate brought her to Chicago. In Chicago she went to the old Essanay Film Studio to write an article on "How Movies Are Made" and began to write scenarios. For years she wrote for Wallace Beery, Gloria Swanson, Ben Turpin, Francis X. Bushman, Beverly Bayne, Rodney La Rocque and others. When Essanay closed she became a free lance writer. She married Phillip D. S. Conner who was then the manager of the book and stationery department of a store in Memphis, Tenn., became acquainted with the Publishers' Weekly, read Christopher Morley's "The Haunted Bookshop" and the die was cast. Her husband gave her the initial investment to start a circulating library for a birthday present, and she says she is still happy in her final vocation.

A Word from London

News of Books and Publishers from Across the Water

FRANK SWINNERTON

THE AUTUMN PUBLISHING SEASON in England began early this year, and there are signs that it will continue late; but as far as one can judge it is unlikely to provide any unexpected sensations. In the field of the novel, most of the successes have been those of writers whose names are familiar; although it is interesting to note that one book, "Turnip Tops," by Ethel Boileau (called in America, I believe, "A Gay Family"), has been enjoying a snowball popularity, gathering sales quietly and effectively in all sorts of provincial bookshops and libraries long after its first assault upon public attention. I am told that at least one London reviewer, Cecil Roberts, prophesied this success. Whether or not that is the case, the success is there. But apart from "Turnip Tops," which is the work of a writer comparatively little known until now, all the leading novels of the season could have been foretold with hardly any risk. Hugh Walpole's "Vanessa" and J. B. Priestley's "Wonder Hero" have both been very well received; and E. Arnot Robinson's "Ordinary Families" has proved outstanding. Helen Waddell's "Peter Abelard" has enjoyed a continuous bookshop sale since publication.

In other fields, the successes which have most caught one's eye are those of Wells's "The Shape of Things to Come" and Lloyd George's War Memoirs. Two later books which will be widely read for their timeliness are Dean Inge's "God and the Astronomers" and J. W. N. Sullivan's "Limitations of Science." As a piece of bold publishing there has been nothing more remarkable than "The Intelligent Man's View of Europe Today," by G. D. H. Cole and his wife, in which a sort of political and economic encyclopaedia of nearly nine hundred pages is offered for six shillings by Victor Gollancz. Only a very large sale could make this book profitable; but the public interest is so great that a very large sale is assured. Gollancz is also the publisher of a book called "Testament of Youth," in which a woman novelist and journalist has very candidly set down the

story of her own war-time experiences and post-war developments. This book is outstanding for its truthfulness, which enables the reader to live through a whole period with comprehension of what it must have meant to the generation involved.

Publishers as a whole have not been having a very easy time in England during the last year. Of course some houses with specialized lists-for example, Chatto & Windus, who have the pick of the less sectarian highbrow authors-can regard the flood with reasonable calm; but most of the smaller houses have at least two serious difficulties. They must somehow find books to publish; and yet more and more authors tend to flock to three or four large and highly organized firms, so that the strugglers get only the leavings, or the rejected of these big firms. The lists of the three or four are long, and full of well-known names; the lists of many of the smaller firms are much too long, and full of unknown names. Any experienced bookseller, confronted with these latter lists, must groan heavily. He cannot fail to see that a large proportion of the books announced in them would have been indexed in Mr. Belloc's mordant "Caliban's Guide to Letters" with the cross reference "see Pulping." They are books which inevitably will sink without

Nor are the bigger businesses without their problems. All will learn with regret that Walter Hutchinson, the head of that immensely productive collection of firms consisting of Hutchinson, Hurst & Blackett, Stanley Paul, Skeffington, and I do not know how many more, has been forced to undergo two serious operations which may keep him away from business for some time. Methuen, as the result of a disagreement over policy, have lost the services of three of their able directors, Messrs. Chamberlain, Muller, and Kirby, resigned (the firm is owned by a wealthy man, not a publisher in the first instance but, I believe, a biscuit manufacturer; and the owner directs the firm's policy); but still enjoy the assistance of E. V. Lucas as

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chief literary adviser, and have also a very able younger man named Rieu, whose gifts are likely to have fuller scope in the future. The three resigning directors may possibly join forces in an independent business.

Other firms have been adding to their For instance, Rich and Cowan, who already have one link with the British Navy, in Lieutenant-Commander Rich, have added Commander Kenworthy to their board. Commander Kenworthy is a most outspoken politician from the Midlands of England, a member of Parliament, and the writer of an autobiography which has caused a good deal of excitement among leaders of the Labor Party whom the Commander accuses of intrigue or broken promises to himself. With two naval men upon the board, it is not surprising that Rich and Cowan announce several books by other naval men; and one of these is "The Navy in My Time," by Admiral Mark Kerr. This should be a vivid and lively volume, a fitting sequel to the books on literature, the drama, and journalism already contributed to a small and select series by Compton Mackenzie, St. John Ervine, and R. D. Blumenfeld. series is a good series; the first volumes, as I anticipated, are full of character and charm, and from a personal angle give quick and informative views of the doings of the last half century. Rich and Cowan's publicity is in the hands of Andrew Dakers, whose experience is very great, including as it does a spell of fine activity as literary agent.

The junction of the firms of Elkin Mathews and Marrot and Ivor Nicholson and Watson is an interesting one; but the two businesses will remain distinct from one another. Elkin Mathews, of course, has long been dead—his partnership with John Lane was an affair of the 1890's, and his literary and artistic associations belong to the beginning of the century; but the firm has a more modern list of considerable merit which, under the new management, will be extended. I am told that the most vigorous title in the whole catalog is a book called "Every Day in My Garden," by Hadfield Farthing, which sells steadily, as it has done for years past, in spite of every newer book on the same subject, and which looks like one of those blessed works for which every publisher prays, one that reprints annually and re-binds every three months. Ivor Nicholson and Watson are the publishers of the Lloyd George War Memoirs, and also that volume of essays called "Post-Victorians" which—a sequel to "Great Victorians," a best seller in England—has been very highly praised. Bernard Watson, the son of Angus Watson, has recently made a trip to the Australian archipelago, to meet the Australian booksellers in their own shops. This visit will have made a stir; for Australian booksellers have as a chronic grievance the fact that no English publisher except Stanley Unwin has ever had the intelligence to travel to the antipodes. One scornful trader once wrote to me from Australia: "I do not wish to exaggerate conditions, but so few publishers know anything about the possibilities of this market, that it almost may be said that books are sold here (excluding novels) in spite of the publishers.—If only some of these men would take their courage in both hands, take the chance of being roasted and eaten in the main street, and come out here for a combined holiday and business trip, they would be surprised out of their ruts." I do not know if Bernard Watson has been surprised out of any rut; it is possible that he does not know what a rut is; but at least he has seen Australia and the Australian booksellers, and if he has done that I am sure he has received salutary warnings not to emulate his older confrères.

And while I am speaking of publishers and their directors, I must mention that Denis Archer, a young firm here which enterprisingly made a book out of the short stories published daily in the London Evening Standard, has added to its board no less a person than Cicely Courtneidge, the film and vaudeville comedienne. I have heard of celebrated actresses and film stars doing many things in the commercial world, from running dress shops to selling cigarettes, but it is rare for them to enter the publishing trade otherwise than as ostensible autobiographers. On the other hand, Miss Courtneidge is unusually intelligent, as well as unusually popular, and she may prove an invaluable magnet for books.

It was The Evening Standard, by the way, which made a strange discovery and disclosure the other day. Since J. B. Priestley gave up writing its book reviews, these have been very amply and competently done by an ex-Manchester Guardian journalist named Howard Spring. And Howard Spring has just drawn attention to the fact that a new

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mystery novel called "Death in the Dark," by a young writer hitherto unknown, is a copy, and even at times a transcript, of Dashiell Hammett's "Maltese Falcon." plagiarism has been admitted by the young author, and his book is suppressed; but sympathy is felt for the publisher, also, apparently, a young man, injured by a misfortune which might have happened to any firm. I have myself found incidental plagiarisms in MSS., but unless a reader is absolutely encyclopaedic in knowledge he is always liable to pass unnoticed matter that has been lifted from another book or other books. Fortunately the astute Howard Spring by his prompt disclosure will discourage plagiarists for a time.

The English Book Token scheme is to be given a thorough test this autumn. New material has been prepared to lure shy bookgivers into experimenting, and it is hoped that there will be a great extension of the scheme. The one tremendous difficulty which I see no way of overcoming is that in every case the recipient must know the exact sum paid by the giver for the token. It is a token for a book at five shillings or half-a-guinea, and so on. Now the giver of presents does not like the recipient to know what has been paid for those presents. It may be meanness or delicacy, but it is a psy-

chological peculiarity in givers. them may think "Better a sixpenny penwiper without a price, than a five shilling token that will make her know how little I've spent." This is a silly objection to the scheme, but it exists and will exist. Let us hope that there are enough sensible people in England to make the Book Tokens a success this year and in the future. Something will have to be done for the booksellers; for they are experiencing nowadays a competition (on the part of new twopenny libraries which seem to have sprung up in every London street, every suburb, and almost every country town) such as they have never before known (as the Publishers' Weekly has related). The books supplied by these libraries are new; in many cases the libraries are run in connection with already existing businesses. There is no subscription to be paid. For twopence one may borrow a new book and keep it for so many days, all hot, as it were, from the publisher's shelves. Many English booksellers (and they have never been a bubblingly cheery class) grow gloomier and gloomier. They say times have never been so hard. But they keep buying books, and I suppose they must sell some of them, or they would be forced to close down altogether, which would be a disaster for more than themselves.

In and Out of the Corner Office

JOHN STRACHEY, author of "The Coming Struggle for Power," is now in this country on a lecture tour. His first lecture was given at Columbia University and he has now gone on to Detroit, Chicago and Philadelphia. The Publishers' Weekly interviewed him during his brief sojourn in New York. He spoke of the large sales which non-fiction is having in England, especially books on politics and economics and world problems. Books like the symposium "What Will Be the Character of a New War" (published here by Smith and Haas), Beverly Nichols' "Cry Havoc" (published here by Doubleday) and Strachey's "Coming Struggle for Power" (published here by Covici-Friede) all are having very large sales in England. Another topic of interest in England is the remarkably low price at which some of these books are being sold in response to or in the hope of large sales. On another page of this

issue Frank Swinnerton writes: "As a piece of bold publishing there has been nothing 'The Intelligent more remarkabe than Man's View of Europe' by G. D. H. Cole and his wife, in which a sort of political and economic encyclopaedia of nearly 900 pages is offered for six shillings by Victor Gollancz. Only a very large sale could make this book profitable; but the public interest is so great that a very large sale is assured." Gollancz is also Mr. Strachey's publisher and is in the same way bringing out an edition of "The Coming Struggle for Power" at five shillings. Mr. Strachey says that the Cole book has already sold forty or fifty thousand. And his own book has been selling a thousand a month for the last three months. In America, "The Coming Struggle" sold out a fourth edition in a month, and a fifth edition of 1500 copies is about off the press.

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John Strachey, author of "The Coming Struggle for Power" and "The Menace of Fascism, who is now in this country on a lecture tour

Edwin A. Brainerd, who has been general manager of the A. L. Burt Company for the past 35 years, retired November 1st after 45 years in the book publishing business. Mr. Brainerd was first associated with the U.S. Book Company where he became acquainted with such men as John Lovell, John Hovendon, Alexander Grosset and George T. Dunlap. In 1898 he became associated with A. L. Burt, who had previously been conducting a one-man publishing business, as general manager and right-hand man. Mr. Brainerd was instrumental in developing the Burt Home Library and the many other successful Burt editions of the classics. He was one of the best liked manufacturing men in the book business and has always been respected for his tairness in business dealings. Mr. Brainerd has retired in the best of health to live at his home in Westfield, N. J., which he built at about the time he joined A. L. Burt. 况 况 况

At the annual meeting of the Princeton University Press held in October, President Harold W. Dodds, D. Laurance Chambers, of the Bobbs-Merrill Co., and Robert Cresswell of the Herald-Tribune Company, were elected to the Council to fill the vacancies caused by the deaths of President Hibben, Paul Van Dyke and Arthur H. Scribner. Charles Scribner, whose father gave the

ground and buildings for the Press and left to it a substantial endowment for publications, was reelected president; Whitney Darrow was reelected chairman, and Curtis W. McGraw a member of the trustees. 光 光 光

William C. Robinson has resigned from the L. C. Page Company and is no longer connected with them in any way. Mr. Robinson will continue selling lines of other houses on commission as in the past. 28 18

Helen L. Kaufmann and Eva vB. Hansl were guests of honor at a tea in the clubrooms of the Beethoven Association, 65 West 44th St., New York, last Wednesday, on the occasion of the publication of their book "Artists in Music of Today" by Grosset & Dunlap. The original portrait drawings by Louis Lupas, which illustrate the book, were on exhibition. 光 光 光

At a dinner commemorating the 75th birthday anniversary of Theodore Roosevelt on October 27th, Stephen Vincent Benét was presented with the Roosevelt Medal by the Roosevelt Memorial Association. Announcement of the award was made in the July 29th issue of the Publishers' Weekly. Mr. Benét paid tribute to Roosevelt as an "ideal reader" of books, because he regarded reading neither as a task nor a duty, but as "an integral part of life." 光 光 光

Samuel Bernard Schaeffer, jacket designer, is now located at 205 East 17th Street, New York City. 光光光

The English booktrade journal reports that Hugh R. Dent, Chairman and Managing Director of J. M. Dent & Sons, is recovering from a serious operation which he underwent last month. 光光光

Because he considers America the most interesting place in the world to be at the present time, Louis Bromfield will spend this winter in Baltimore. He sailed from France on October 8th. * *

The American Spectator announces that a regular book review column will be inaugurated in the December issue. Ernest Boyd, one of the five editors, will conduct the column. Books will be reviewed only upon the invitation of the editors. The American Spectator was recently taken over from Richard R. Smith by Tower Publications, Inc. 光 光 光

Customers' Choice

Bookstores down in the Wall Street section are having a hard time keeping two items in stock. One is "Prices," by George F. Warren and Frank A. Pearson, which was published early this year by John Wiley. It sells at \$3.90, and the bankers and brokers are going for it. Wendell Casey says it's a best seller in the Doubleday, Doran shop on Nassau Street, and Rumana McManis of the Hidden Bookshop and Helen Hyndman of Ball & Wilde also testify to a constant and satisfactory demand.

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The other is a 15-cent pamphlet published by Duffield & Green. Its title is "Inflation" and it contains a series of articles which first appeared in the New York Times and six other papers of the N.A.N.A. It's the timeliness that gets the customers. The commodity dollar, managed currency and the inflationary steps possible under the Thomas Inflation Act are all discussed. Duffield & Green published the pamphlet in a hurry. They didn't have time to take orders so they just sent out shipments to about 500 bookstores. Only six bookstores returned the copies sent them. One bookstore, which received 50 copies one morning, had sold 37 by noon. Fifteen cents isn't a very large unit of sale, but it mounts up in quantities and anything that can bring 37 customers into a shop in the morning would seem to be pretty well worth stocking! 75,000 copies of this pamphlet have been printed and the American News Company has already distributed 25,000. There is an imposing list of sponsors on the front of the pamphlet. The sponsors read, approved and made suggestions on the manuscript, but did not write it.

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We were impressed by the state of business on the lower end of Manhattan the day we were there. Most booksellers told us that August had been the best month of the year so far, that September had fallen off a little and that October was running just about even with last year. Every store we went into, though, was busy, and the units of sale were larger than we've been accustomed to seeing lately. Miss McManis told

us that a substantial part of her business was in special orders all the way from first editions to the most technical of economics treatises. This diversity of interest is reflected in the shop's best sellers, which include "Happy Days" by Ogden Nash, "Theater Guyed" by Newman Levy, "Anthony Adverse," and "The Intelligent Man's Review of Europe Today."

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Ball & Wilde had a stunning window display of "Testament of Youth," which is having a very good sale. It's one of the most displayable books we've seen. Fiction doesn't sell as well as non-fiction in this shop, where the most active books at present are "Poor Splendid Wings," the Lloyd George Memoirs, "The Book of Talbot," and "Marie Antoinette." However, Dorothy Parker's "After Such Pleasures" and Ernest Hemingway's "Winner Take Nothing" are starting out with a very good sale.

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From time to time we've spoken of the way the Doubleday shops have been selling the Grosset & Dunlap dollar edition of "Roget's Thesaurus." Now we discover that, while the Doubleday people are the leaders, sales of the Thesaurus are by no means limited to those shops alone. Hugh Juergens of Grosset & Dunlap tells us that the Western Book and Stationery stores, particularly in Chicago and Omaha, have done an amazing business with this book. In addition to good window displays, these shops ran a two-column advertisement in the newspapers, with excellent results. College bookstores are doing well with it, too, notably the Harvard Coop. In Cleveland, Burrows Brothers and Oliver Schroeder ran their sales into the hundreds through excellent window displays. In several cases that have come to the publisher's attention, one of the clerks in a shop has taken a copy of the book through the offices in the buildings near the shop, taking orders from executives and their secretaries. On the theory that every stenographer who has a dictionary on her desk should also have a copy of Roget, many offices employing a large staff of stenographers have ordered 50 to 100 copies.

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Dutton's, Inc., in New York made an effective display of "Poor Splendid Wings" using quotes from various reviews

When Grosset & Dunlap first published the "Thesaurus" there was just the dollar edition. Then, on the request of several booksellers, they put out a thousand or two at \$1.50 with a thumb index. Now the sale of the indexed edition is almost equal to that of the dollar edition. Booksellers like to sell it because it means a larger unit sale.

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Macmillan tells us of a much larger unit sale of which booksellers are apparently taking advantage. Macmillan is the American representative of the Cambridge University Press and has been promoting the "Cambridge History of English Literature" and "The Cambridge History of American Literature" which are to be published in popular editions on November 14th. The "History of English Literature" was originally published in 14 volumes at \$56 and the "History of American Literature" in 4 volumes at \$16. The popular editions will be 15 volumes at \$18 and 3 volumes at \$3.50, respectively, if ordered before publication. After November 14th the prices will be \$20 and \$4. The first printing of 2,000 sets is already exhausted, and orders have been placed for 2,000 more sets of the English history and 2500 of the American.

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These Cambridge histories had a central spot in the very successful Macmillan exhibit at the A. L. A. Convention in Chicago this month. F. R. Mansbridge, head of the Cambridge University Press Department of the Macmillan Co., had personal charge of the Cambridge part of the exhibition.

The story of an all too successful exhibition at A Century of Progress comes from Alfred A. Knopf, Inc. Mrs. Dwight Morrow, on a trip through the Glass House at the Fair, noticed that the nursery contained no copy of her book, "The Painted Pig," which was supposed to be a part of the equipment. She asked a guard why it was missing. He replied, "Sure we had one, but it was stole; we got another and it was stole; every time we got one it was stole. Now we ain't got any—we can't furnish painted pigs to the whole United States!"

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The picture on page 1586 shows the simple and effective display of Story in the window of the Washington Square Bookshop, New York, which sold more than 200 copies of the October issue. Combined with Story in the display was the October issue of Vanity Fair, and Edward J. O'Brien's "The Best Short Stories of 1933." Two or three copies of the book were sold, but the main part of the demand was for the magazine. The legends in the window read: "Story, planned in Paris; born in Vienna; moved to Majorca; now in New York."--"The Best Short Stories, 1933, dedicated to the future of Story"—"Read Edward J. O'Brien's story of Story in the new Vanity Fair."



Above: The Washington Square Book Shop used this extremely striking window to promote Story and were successful in selling more than 200 copies of the magazine as well as several copies of "Best Short Stories, 1933"

Below: George W. Jacobs & Co. in Philadelphia used photo-

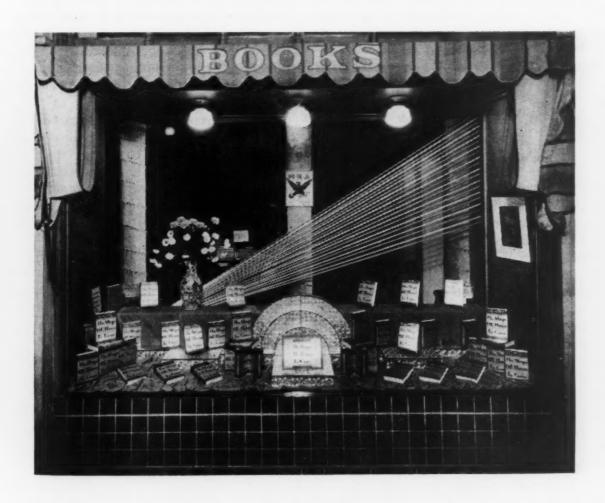
graps and medals, etc., belonging to General Smedley D. Butler, to advantage in displaying "Old Gimlet Eye"





Above: Booksellers might well copy the drugstore which made the movie tie-up display of "Ann Vickers" shown above. "Stills" may often be obtained from the local movie theater

Below: The display of "The Shape of Things to Come" shown here was used successfully by the Presbyterian Book Store in San Francisco. The walls and pillars were gold, and everything else was in three shades of blue and silver



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THE Dublishers' Weekly

The American BOOK TRADE JOURNAL Founded by F. Leypoldt

Published by the R. R. BOWKER Co. R. R. BOWKER, President and Treasurer; FREDERIC G. MELCHER, Vice President; John A. Holden, Secretary.
Publication office: 19th & Federal Sts., Camden, N. J. Editorial and general office:
62 West 45th Street, New York City.
MU rray Hill 2-0150.

EDITORS

November 4, 1933

HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—Bacon.

The New Publishers' Code

As was outlined in last week's *Publishers'* Weekly, the trade book publishers, having



WE DO OUR PART

completed a tentative draft of a code as printed in the *Publishers' Weekly* of October 14th and finding that a few publishers felt that the subject should be opened up in general conference instead of by committee, pro-

ceeded at once on that plan and brought together in a three-day conference at the Hotel Commodore the heads of the principal trade book publishing houses.

This group went over all sections of the code, paragraph by paragraph, with frank and thorough discussion of all problems. On the completion of the code, a Control Committee was elected, to be in charge of the presentation and to administer the code until there shall be another Committee election in April of next year. Members of this Control Committee are: Chairman, W. Morgan Shuster, President of D. Appleton-Century Company; Alexander Grosset of Grosset & Dunlap; Cass Canfield of Harper & Brothers; Joseph Wharton Lippincott; Alfred McIntyre

of Little, Brown & Company; Whitney Darrow of Charles Scribner's Sons; Alfred A. Knopf; W. W. Norton; and Bennett Cerf of the Modern Library.

One of the reasons for the reopening of the discussion was the difficulty of charting the code functions of the National Association of Book Publishers, which includes a large proportion of trade publishers as well as publishers of other types, though there are some well-known firms not members of the Association. The new code provides that the Control Committee may, after the acceptance of the code at Washington, select and arrange for such agents or agencies as are needed for carrying on the work. By the election eight of the nine members of the Committee are members of the Publishers' Association.

The conference in its discussions followed the lines of the first code drafted under the Code Committee of which Alfred Harcourt was Chairman, but changed the details in several paragraphs. The most important change was the placing in the code of a scale of discounts, 46% maximum for wholesalers, 40% for retailers plus up to 3% extra for quantity, 25% maximum for institutional discounts. The setting of a maximum for libraries, which is more than some libraries are getting and less than some of the largest libraries are receiving, is done in an effort to eliminate the disrupting effect of the long existing price war between those who supply books to public libraries.

The conference was almost unanimous in feeling that price maintenance *should* be a part of a publishers' code, but that, from the practical point of view, the present situation in Washington worked against the introduction of such a program at this time, and further developments under the NRA will be awaited.

The regulations for reprint editions and dates for release of these were simplified. Books used for premiums must have special bindings. Advertising of book clubs and others must omit direct comparisons between a trade edition and the special edition.

The provision that remainders should be destroyed unless they had a wholesale market value of at least 20% of their list price was reaffirmed with the change that books issued previous to the effect of the date of the code could be remaindered at a wholesale price as low as 15% of the original price.

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The specifications as to unfair practice remain as before, and thus the standards that have been developing in the industry for some time are put into law.

It was suggested by some at the conference that the code should be held by the committee until demanded in Washington, but this suggestion was withdrawn, especially in view of the fact that the textbook publishers' code has already been submitted at Washington, and the elected Committee was instructed to take the code to Washington as soon as completed.

The code as a whole crystallizes accurately and compactly the program for better conditions in the industry which has been developened in the discussions among publishers for many months. The conferences were followed with closest interest. There was a commendable frankness among all as to the difficulty and handicaps of present practice and a constructive attitude toward the whole plan for a code of fair practice. Practically every section of the code as finally drafted was carried by unanimous vote.

The conference was fortunate in its chairman, as Mr. Shuster, with his background of legal training and public office, as well as his twenty years' in publishing, brought an even-handed and fair-minded point of view that gave a fair hearing to every faction and kept the committee and the general conference headed toward a result worthy of the effort.

Booksellers Under the Code

The issuance of the general code for retailing clarifies the situation for the Booksellers' Code by pointing to the latter's probable place in the general scheme of things. By the terms of the Code that went into effect on October 30th all retailers are included until such time as separate trade codes are approved. Then each will be given its place under the general code. A separate section for Retail Druggists is already accepted and established as Schedule A under the general code but with the drug stores associations in charge.

In the meantime retail bookstore hours must conform to the general Retail Code by self-classification into one of three groups. These hours are easier for the bookstores than those in the Blanket Code. The wage scales should also prove workable for book-

sellers and are practically the same as were inserted in the booksellers' own code.

The general Code protects booksellers from one of the most menacing forms of price-cutting, the loss-leader tactics of Macy, but it now seems unlikely that the administration will allow steps for further betterment of the price situation, although there are evidences that the administration may fix a "mark-up" of 10% above invoice costs as the minimum price standard. The publishers postponed further attack on this problem though voting almost unanimously that this would eventually be the only right practice for the booktrade.

The booksellers came out solidly for the old 10% level for library discounts (the publishers' code calls for 25% maximum).

Both retailers and publishers emphasize the need of control (or self-control), the harm that dumping has done is clearly seen and remedies offered.

Reprint dates should now be enforceable with both sides in earnest to do so and the Joint Board handling necessary exceptions. Booksellers agree to sell out their overstock one year after publication or one year after last purchase, though shelf-worn books may be cleared at any time if their true condition is made clear to the public. Booksellers declare against the sale of books, especially remanufactured for the remainder market. The publishers declare against the same practice. Booksellers agree still further to clear the air in the remainder situation by giving clear evidence as to what books are remainders in their circulars or advertising.

The terms of fair practice for advertising as laid down by the booksellers ought to be reread by all and pasted on the blotter of each store's copy writer. In paragraph four it lines up with the principles of the general Retail Code and declares against the Macy "always 6%-below" type of advertising which that store must now drop.

We suggest that every bookseller should tear out and keep carefully at hand for reference the Booksellers' Code as printed in the *Publishers' Weekly* of October 21st, pages 1420-26 and begin now to work cooperatively for its effectual application.

This Code is the crystallization of the retail booktrade's hopes of rebuilding a vital industry and the trade can best recognize the importance of the hard work of its leaders by making itself fully aware of every detail.

News of the Week CODE OF FAIR COMPETITION

for the

TRADE BOOK PUBLISHING INDUSTRY

This Code is established for the regulation of the Trade Book Industry for the primary purpose of effectuating the policy of Title I of the National Industrial Recovery Act, and is intended further, to the extent permitted by law, as the foundation for a permanent stabilization of the industry after the expiration of the emergency which the Act was intended to meet.

ARTICLE I—DEFINITIONS

The following words and phrases are used in this Code according to the following definitions and delimitations:

Section 1. The word "Act" refers to the National Industrial Recovery Act; the words "Administration" and "Administrator" to the Federal Agency and to the head thereof entrusted with its administration; and the words "effective date" to the date upon which, pursuant to said Act, this Code or any amendment or revision thereof shall become effective according to the terms of this Code on its approval.

Section 2. The word "Industry" as used herein means the business of contracting with authors, acquiring copyrights and contracting for the printing and binding of trade books, and their distribution in the United States predominantly through wholesale and retail outlets.

Section 3. The word "Division" refers to any one of the accepted classifications of the entire book publishing industry, whether trade books, educational books, or any of the other divisions mentioned in subdivisions (b) to (f), both inclusive, in the following section.

Section 4. By the phrase "trade books" is meant books sold primarily at retail, and other than (a) educational books, that is to say, school text-books, or books which are intended for, or come to be used in large measure in, schools and colleges; (b) Bibles; (c) medical and allied books; (d) law books; (e) play texts primarily for performers; and (f) books distributed through subscriptions to individual consumers.

Section 5. The words "publisher" or "company" may be used interchangeably to mean any person, firm, association, or corporation engaged in the trade book publishing industry. The provisions of this Code shall apply to his or its transactions with respect to each title sold as a trade book, irrespective of his or its transactions in other than trade books.

Section 6. The word "dealer" means any person, firm, association, or corporation, whether doing business at wholesale or retail and whether or not owned or controlled by a publisher through stock ownership or otherwise, to whom or to which the publisher furnishes books in the course of distribution, whether for cash, or on whole or partial credit, or on consignment, or through any other arrangement; but to be a wholesale dealer or jobber he or it must maintain a regular warehouse from which deliveries are made to retail dealers.

ARTICLE II—LABOR

Section 1. Employees shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in self-organization or in other concerted activities for the purpose of collective bargaining, or other mutual aid or protection.

Section 2. No person under sixteen years of age may be employed for more than three hours per day, and his hours of work shall not interfere with school attendance.

Section 3. No employees and no one seeking employment shall be required, as a condition of employment, to join any company union, or to refrain from joining, organizing or assisting a labor organization of his own choosing.

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Section 4. The maximum number of working hours for any individual in the offices of book publishers shall be 40 hours per week and for any individual in a shipping department, 40 hours per week, except for a period or periods aggregating not more than eight weeks in the calendar year, during which the maximum number of working hours in excess of 40 hours per week (but not exceeding 48 hours in any one week) as shall be worked under this exception shall be credited to the individual worker and time off shall be allowed the individual during the year equal to the number of hours so credited; provided that any work in excess of eight hours in any one day shall be considered and paid as over-time. These restrictions shall not apply to executives, executive assistants and salespeople receiving more than \$35.00 per week. Sales employees working solely on a commission basis shall not be restricted as to their hours of labor nor guaranteed the minimum wages hereinafter provided.

Section 5. Within ten (10) days after the effective date, the minimum wage that shall be paid in the industry to any employee shall be at the rate of \$15.00 per week in any city of 500,000 population, or in its immediate trade area; \$14.50 per week in any city of between 250,000 and 500,000 population, or in its immediate trade area; and \$14.00 per week in any city of between 2,500 and 250,000 population, or in its immediate trade area. In the towns of less than 2,500 population, all wages shall be increased by not less than twenty per cent (20%) of what they were on July 30, 1933, provided that this shall not require payment of wages in excess of \$12.00 per week. It is provided, however, that any company may pay office boys, office girls, messengers, junior clerks, learners, and casual employees lower than such minimum rates of wages, but in no case at a lower rate than eighty per cent (80%) of such minimum rates. Population for the purposes of this section shall be determined by reference to the 1930 Federal census. Over-time shall be paid at time and a third. Women shall be paid the same as men when working on similar tasks. Employees working less than six hours a day may be paid on an hourly basis at not less than forty cents an hour.

ARTICLE III—THE CONTROL COMMITTEE

Section 1. There shall be a controlling authority herein called "The Control Committee," which shall administer this Code, and the decisions of which, when based upon its provisions, shall have such legal force as may be prescribed under the Act.

Section 2. The Control Committee shall consist of nine (9) persons elected by ballot from among the personnel of the companies, under procedure established by the Industry. Section 3. The Control Committee may appoint such agents or representatives, and employ such persons as it may deem necessary, and fix their compensation. The expenses of administering this Code shall be borne through assessments made by The Control Committee from time to time upon the companies in the Industry, in direct proportion to the sales volumes of trade books as reported by said publishing houses, in strict confidence, to a firm of accountants to be designated by The Control Committee. The Control Committee regularly, at quarterly intervals, shall make a report upon its activities, together with recommendations, if any, to the companies; and shall attach to such report a financial statement and summary covering its operations during the preceding quarter and also a tentative budget covering the ensuing quarter.

ARTICLE IV—CONTROL COMMITTEE POWERS

Section 1. The Control Committee, developing and adjusting its functions for complete effectualization of the purposes of this Code and for cooperation between the Industry and the Administrator, shall (a) collect and disseminate, with due observance of its confidential nature, such technical, statistical and other information as is required by the Administrator from and among the companies; (b) give notice to the companies of amendments, or of proposed amendments to this Code; (c) investigate complaints of unfair practices, and either adjust them or, pursuant to Article V, make its findings with reference thereto; (d) transmit to the Administrator, such reports as he may require; and (e) under proper conditions and safeguards, and on appropriate request, act as arbitrator in any commercial dispute resulting from the enforcement of the Act, or any case of infringement of rights not protected by law.

Section 2. Every company shall deliver to The Control Committee as promptly as may be practicable such information as it may request for any of the foregoing purposes.

Such information as may be thus obtained shall not be divulged to any other company or person, excepting as this may be necessary to enforce provisions of this Code. Where, as under Article VIII and Article X, the sufficiency of a vote is made conditional on its representation of sales volume, every company will be also obligated at The Control Committee's request, and under proper safeguards by it against any disclosure of confidential matter, to deliver to an independent accounting agency selected by it, information in such form as The Control Committee may require with reference to the volume of sales of trade books in such company. Any refusal, or persistent or deliberate neglect by a company to furnish information, or responsible confirmation thereof, as requested by The Control Committee shall constitute a violation of this Code, and an act of unfair competition thereunder.

ARTICLE V—PROCEDURE ON COMPLAINTS

When any complaint is made and is investigated regarding any unfair acts or practices, as now or hereinafter defined in this Code, and The Control Committee cannot adjust the situation by mediation or admonishment, The Control Committee shall, pursuant to such procedure as it may establish, proceed to have a fair hearing upon such complaint upon reasonable notice, and to make a written finding thereon, which it shall certify to the parties directly interested and to the Administrator.

ARTICLE VI—DISCOUNTS

Section 1. Trade book publishers shall give trade discounts only (a) to wholesalers and jobbers giving warehouse service to retailers, (b) to retailers carrying general stock, (c) to rental libraries, (d) to authors, underwriters and/or financial sponsors on their own books, and to employees, (e) to book-clubs, and (f) to state reading circles, mail order houses and other business entities purchasing books for resale. The maximum rates of trade discounts from list prices shall be: to retailers and others mentioned above, except wholesalers and jobbers: forty per cent (40%); provided, that an additional special discount of not to exceed three per cent (3%) on the list price may be given for quantity. To wholesalers and jobbers who give warehouse service to retailers: forty-six per cent (46%).

The above discounts are F.O.B. publisher's warehouse, and apply only to the mainland territory of the United States. These maximums shall not be increased by any special arrangement or consideration except a discount for cash of two per cent at ten days or

two per cent ten days E.O.M.

Section 2. Publishers shall give institutional discounts from list prices for institutional purposes only to public libraries, church libraries, schools, colleges, the Federal Government, any state or municipal government, and to other agencies of a public character. The maximum discount shall be twenty-five per cent from list prices, and it shall not be increased by the furnishing of a special library binding or any other special arrangement or consideration; provided, however, that the above maximum discount shall not apply to publishers making sales to institutions to which any wholesaler, jobber, retailer, or other business entity shall give an institutional discount greater than twenty-five per cent (25%); and provided, further, that in the case of sales made under this section, discounts may be quoted F.O.B. at the destination.

Section 3. Any disregard or evasion, direct or indirect, of maximum discount rates

as established under this Article shall constitute a violation of this Code.

ARTICLE VII—UNFAIR COMPETITION

The following standards of business ethics are hereby established and any disregard

thereof shall constitute unfair competition and a violation of this Code:

Section 1. (a) Without special written permission of the Joint Board of Publishers and Booksellers, 347 Fifth Avenue, New York City, no cheaper edition than the original regular trade edition of any copyright non-fiction book may be issued until one year after its first publication in the United States, nor may a popular reprint thereof, to retail at one dollar or less, be issued until two years or more after such publication without said permission.

(b) A cheaper edition of a book of fiction or a popular reprint thereof may not be

issued until after it shall have been on sale for one year.

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(c) In all cases cheaper editions of copyright books, retailing at one dollar or less, shall state plainly on the front or front flap of the jacket that the reduction in price has been made possible by (a) the use of plates made for an original edition at least years ago and/or (b) the acceptance by the author of a reduced royalty, or (c) some similar brief statement approved by The Control Committee.

(d) Any edition of a book included under sub-heads (a) or (b) of this section which is to be produced in motion pictures or as a stage play before the lapse of time specified in said sub-heads, respectively, may be issued by the publisher (who may also lease plates to others for this purpose) in a special edition clearly marked "photoplay edition" or "dramatic edition"; provided, however, that complete credit or allowance be then made to dealers, wholesale and/or retail, on such stock of the original edition as they may then have on hand.

Section 2. Within two years of the original publication date in the United States no book shall be sold as a premium to any newspaper or periodical if the price of the combination offer is less than one and a half times the list price of the book; and no book shall be sold as a premium to anyone within two years of the original publication date in the United States unless it shall be in a format readily distinguishable, as to binding and jacket, from the regular trade edition.

Section 3. Nothing in this Article shall be deemed to prevent a publisher from making available an educational edition in the same format of a trade book at a list price not lower than seventy-five per cent (75%) of the list price of the regular trade edition.

Section 4. Where trade books are sold within one year from first publication in the United States in special editions to book-clubs for distribution through subscription, or where plates are leased to them for the making an issuance of special editions and their distribution through subscription, such sale or lease shall be made only when subject to the following written conditions: first: that such special edition will in turn be issued or distributed only to consumers who will bind themselves in writing to subscribe to not less than four (4) books in a twelve-months' period; second: that in advertising such special editions in newspapers and/or periodicals of general circulation, or otherwise to the general public, comparisons with the price of the regular edition of the same title shall not be used.

Section 5. The following standards shall be observed as to remainders:

(a) No overstock shall be sold as a remainder by the publisher until such stock shall have been on sale for two Christmas seasons, if it be fiction, or for two years after publication, if it be non-fiction; provided, that in case a bona fide cheaper edition has been issued, remainders of neither the original edition nor the cheaper edition shall be sold until two years after the issue of the cheaper edition; and provided further, that no rebates shall be made to a dealer, or any consideration be granted that would permit any such book to be remaindered within the above periods. All books sold as remainders shall (a) either state plainly on the front of the jacket that the book is sold at a reduced price because it is a remainder, or (b) shall not be sold with, or the purchaser be furnished with, a printed jacket or wrapper.

(b) No remainder of any book originally published or copyrighted in the United States prior to the effective date of this Code shall be sold at less than fifteen per cent (15%) of the publisher's original list price, nor shall a remainder of any book originally published or copyrighted in the United States subsequent to the effective date of this Code be sold at less than twenty per cent (20%) of the publisher's original list price, except that sales at prices below the above limits may be made to a reprint house which is bringing out a bona fide cheap edition of said book at not less than seventy-five cents (75c) a copy, and which shall not put such remainder on sale to the public earlier than the agreed date for issuing the bona fide reprint edition; provided, that where there shall be published a bona fide edition at a reduced price the minimum remaindering price, as limited by such percentages, shall be in relation to the price of the cheaper edition.

(c) Paragraphs (a) and (b) shall not apply to any imported non-copyrighted book. Section 6. Any of the following acts, inherently unethical, shall constitute unfair competition and a violation of the Code:

(a) Reproducing in facsimile or imitating with intent to deceive or deliberately employing the format or design of a book already on the list of another publisher.

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(b) Placing or obtaining advertising or publicity which intentionally misstates or distorts material facts.

(c) Placing or obtaining advertising or publicity which disparages another publisher's

product or method of doing business.

(d) Placing or obtaining advertising or publicity in newspapers and/or periodicals of general circulation, or otherwise to the general public, which makes or suggests comparison between the prices of reprints or other special editions and regular trade editions of any one particular book.

(e) Having books specially printed, or leasing out plates or granting other rights for reproduction of books, where the purpose thereof is the disposal of such books as

so-called remainders.

(f) Effecting sales or exceeding maximum discount rates through secret rebates, allowances, or the furnishing of books or other articles free in connection with the advertisement or sale of books, or by any other similar equivalent device.

(g) Failure to establish and to quote upon application the list price of any book

available for sale.

ARTICLE VIII—AMENDMENTS TO THE CODE

If any proposed amendment, revision, or the revocation of this Code should receive support from a majority of The Control Committee, such proposed amendment, revision or revocation shall be submitted in writing to the Industry, and shall be deemed to have been approved by the Industry if it shall receive the vote of a majority of the representatives of the companies, provided such majority represents companies whose total trade book sales volume was more than one-half $(\frac{1}{2})$ of the total trade book sales volume of the Industry in the calendar year next preceding the date of the submission of the question; provided, that as an alternative The Control Committee may, under the condition stated above, after giving due notice in writing, invite each company in the Industry to send a representative to a general meeting, such invitation to set forth the specific question or questions to be voted on in said meeting. In this event, any proposed amendment, revision, or the revocation of the Code shall be considered to be adopted, if it shall be voted by the majority of the representatives of the companies present, if such majority represents companies whose total trade book sales volume was more than one-half $(\frac{1}{2})$ of the total trade book sales volume of the Industry in the calendar year next preceding the date of the meeting.

ARTICLE IX—CANCELLATION BY OPERATION OF LAW

This Code is expressly made subject to the power of the President, in accordance with the provisions of Section X (b) of the Act, from time to time to cancel or modify any order, approval, license, rule or regulation issued under Title I of said Act, and specifically to his power to cancel or modify any conditions which may be imposed by him in connection with his approval thereof.

ARTICLE X—DURATION OF THE CODE

This Code, in its present form, or as it may from time to time be amended, and subject to the provisions of Article VIII, is to remain in effect during the emergency as it is now, or may come to be defined by the Act; and, to the extent now or later permitted by law, for a period of ten (10) years thereafter, unless sooner terminated pursuant to Article VIII. The object of such continuance of this Code is the promotion of further stabilization of the Industry, and its attainment of permanently higher standards of ethics, commercial practice and of public service.

ARTICLE XI—ADHERENCE TO GENERAL CODE FOR ENTIRE BOOK PUBLISHING INDUSTRY

The Control Committee by unanimous action may, on behalf of the trade book industry, effect adherence by such industry, as a division of the book industry, to a general or "master" Code of Fair Competition for the entire book publishing industry, and/or may from time to time, on behalf of the trade book industry, approve of modifications of such general or "master" Code. The Control Committee shall also be empowered by unanimous action to make such changes as may be necessary in Article II of this Code to conform to the corresponding provisions on Labor in the general or "master" Code, if adopted.

ARTICLE XII—EFFECTIVE DATE

This Code shall become effective the third Monday after the date of its approval by the President of the United States.

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Brooklyn Department Store Plans Second Annual Book Fair

As a part of their second annual Book Fair, which will be held November 18th to 25th, Abraham & Straus in Brooklyn have announced a Book Review Contest with \$120 in prizes. The contest is open to anyone except professional book reviewers. Contestants are to select for review the work of fiction published in 1933 which they consider the most important literary contribution of the year. Manuscripts should not exceed 400 words in length and must be legibly written or typed on one side of the paper only. Judgment will be made on the basis of literary merit, critical appreciation and clarity. The judges will be Lewis Gannett of the New York Herald Tribune, Harry Hansen of the World Telegram, John Chamberlain of the New York Times, William Soskin of the New York Evening Post, Herschell Brickell of the New York Evening Sun and George Currie of the Brooklyn Eagle. Manuscripts should be mailed by noon, November 11th. The prizes, consisting of one award of \$50, one of \$30, one of \$15 and five of \$5 will be awarded on a date to be announced some time during the week of the Book Fair.

The A & S Book Fair will be conducted along the lines of last year's very successful venture, Henry Friedlander, buyer of the A. & S. book department, announces. A number of prominent authors will be on hand each day to speak and to autograph books, and more than twenty publishers are cooperating with display booths. Saturday, November 25th, will be children's day at the Fair.

Kidd Acquires Stewart Interests

BY ARRANGEMENTS completed on October 28th, John G. Kidd acquires the interests of W. Kerfoot Stewart in the business of Stewart-Kidd in Cincinnati and the business will be conducted as John G. Kidd & Son, Inc. David Kidd who came into the business since his graduation from Harvard in 1931 is partner.

Mr. Stewart and Mr. Kidd bought in 1910 the fifty year old Robert Clarke Co. Mr. Stewart had already taken over the retail end of Bobbs-Merrill Co. in Indianapolis, and in 1914 bought the old Louisville business of Charles T. Deering & Co. which he now conducts.

Authors' League Elects

MARC CONNELLY was elected president of the Authors' League of America, and Will Irwin was elected president of the Authors' Guild of the League at the annual meetings of the two groups, held last week. At the meeting of the Authors' Guild on October 26th at the Hotel Taft, other officers elected were Booth Tarkington, Dorothy Canfield Fisher and Julian Street, vice presidents, and Luise Sillcox, secretary and treasurer. Council members elected were: Frederick Irving Anderson, Chester T. Crowell, Fairfax Downey, Elisabeth Sanxay Holding, Fanny Heaslip Lea, Mary Margaret McBride, Mary C. McCall, Jr., Edmund Pearson, Frederick F. Van de Water and Margaret Widdemer.

The annual meeting of the Authors' League was held at the Hotel Sheldon on November 2nd. Mr. Connelly was elected president; Elmer Davis, vice president, and James Hopper, Sidney Howard, John Howard Lawson, Elmer Rice, Mary Roberts Rinehart and Evelyn Scott, honorary vice presidents.

State Sales Tax Criticized

ABANDONMENT OF THE STATE SALES TAXES in favor of a Federal sales tax was advocated by Mark Graves, president of the New York State Tax Commission, at a meeting of the New York Press Association on October 14th. "I have no aversion to the sales tax per se," Mr. Graves stated. "I strongly favor a Federal sales levy, the proceeds of which shall be divided between the Federal Government and the several states. I am opposed to state sales taxes because I believe they are inimical to the economic interests of the states."

At the National Tax Conference meeting in Phoenix, Arizona, on October 18th, Seth T. Cole, Deputy Commissioner and Counsel to the New York State Department of Taxation and Finance, also took the same stand, recommending that the Federal Government divide the revenues obtained from a national sales tax with the states on the basis of population. Mr. Cole pointed out that fourteen states have had to resort to a state sales tax, but that in half of them the tax is of a temporary nature. Evidence of the unpopularity of the tax, he declared, is found in the fact that the people of Oregon and North Dakota have defeated it by referendum.

P. W. Market News

Out This Week

- City Pub. Co., \$2.75.
- AFTER SUCH PLEASURES, by Dorothy Parker. Viking Press, \$2.25.
- THE BIRD OF DAWNING, by John Masefield. Macmillan, \$2.50.
- CHARACTERS AND COMMENTARIES, by Lytton Strachey. Harcourt, Brace, \$3.
- DR. THORNDYKE INTERVENES, by R. Austin Freeman. Dodd, Mead, \$2.
- THE EDWARDIAN ERA, by André Maurois. Appleton-Century, \$3.
- THE ENCHANTED VILLAGE, by Edward Shanks. Bobbs-Merrill, \$2.
- THE EX-DETECTIVE, by E. Phillips Oppenheim. Little, Brown, \$2.
- THE GARDEN OF THE PROPHET, by Kahlil Gibran. Knopf, \$2.50.
- GENTLEMEN, I ADDRESS YOU PRIVATELY, by Kay Boyle. Smith & Haas, \$2.50.
- THE GIRL FROM GLENGARRY, by Ralph Connor. Dodd, Mead, \$2.
- THE GREAT OFFENSIVE, by Maurice Hindus. Smith & Haas, \$3.
- HONEST JOHN ADAMS, by Gilbert Chinard. Little, Brown, \$3.75.
- IT'S UP TO THE WOMEN, by Mrs. Franklin D. Roosevelt. Stokes, \$1.25.
- THE JOURNEY OF THE FLAME, by Antonio de Fierro Blanco. Houghton Mifflin, \$3.
- MY LIFE AS GERMAN AND JEW, by Jacob Wassermann. Coward-McCann, \$2.50.
- O. HENRY MEMORIAL AWARD PRIZE STORIES OF 1933, ed. by Harry Hansen. Doubleday, Doran, \$2.50.
- SEA WALL, by L. A. G. Strong. Knopf, \$2.50.
- THE STRANGE LIFE OF LADY BLESSINGTON, by Michael Sadleir. Little, Brown, \$3.50.
- TIMBER LINE, by Gene Fowler. Covici, Friede, \$3.
- TOWARD LIQUOR CONTROL, by Raymond B. Fosdick and Albert L. Scott. Harper, \$2.
- THE UNKNOWN BRAHMS, by Robert Haven Schauffler. Dodd, Mead, \$3.50.
- THE WOMAN ON THE BEAST, by Helen Simpson. Doubleday, Doran, \$2.50.
- WORTH REMEMBERING, by Rhys James. Longmans, Green, \$2.

- AFRICAN INTRIGUE, by Alfred Batson. Garden Not a reprint. A strange tale of adventure in Africa.
 - Distinctive short stories by an author with a devoted following.
 - An exciting sea story by the British Poet Laureate.
 - A posthumous collection of literary and historical essays, written over a period of thirty years.
 - An intricate mystery, with lots of clues for detective
 - A sure best seller. The story of Edward VII's reign, by one of our most popular biographers.
 - Should have a ready-made audience of those who enjoyed "Queer Street."
 - Oppenheim is one of the few detective story writers whose short stories sell well.
 - A companion volume to "The Prophet," which is a staple stock item.
 - A novel by a young author of decided prestige. Not for the conservative.
 - A novel of northern Canada, by the author of "The Rock and the River.'

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- The author of the best sellers, "Humanity Uprooted" and "Red Bread," brings his account of Soviet Russia up to the present.
- A biography of the second President by a wellknown scholar.
- Mrs. Roosevelt addresses the women of America on various timely topics.
- An account of a trip from Lower California to San Francisco made in 1810.
- The autobiography of the famous novelist was published twelve years ago in Germany.
- An annual best seller. The first prize, this year, goes to Marjorie Kinnan Rawlings.
- Another story of upper-class Irish life by the author of the popular novel, "The Garden."
- A nineteenth century biography, which was the November choice of the English Book Society.
- Another sensational biography, this time of two Denver men, by the author of "The Great Mouth-
- The results of the study sponsored by John D. Rockefeller, Jr.
- A biography and study of Brahms' music. This is the centenary of Brahms' birth.
- The conflict of good and evil from the 16th century to 1999, in a long novel that was the September choice of the English Book Society.
- The story of three southern children that is being hailed as a childhood classic for adults.

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P. W. Market News

Current Best Sellers

- ANTHONY ADVERSE, by Hervey Allen. Farrar & Rinehart, \$3.
- ONE MORE RIVER, by John Galsworthy. Scribner,
- OIL FOR THE LAMPS OF CHINA, by Alice Tisdale Hobart. Bobbs-Merrill, \$2.50.
- BONFIRE, by Dorothy Canfield. Harcourt, Brace, \$2.50.
- THE MASTER OF JALNA, by Mazo De La Roche. Little, Brown, \$2.50.
- LIFE BEGINS AT FORTY, by Walter B. Pitkin. Whittlesey House, \$1.50.
- MORE POWER TO YOU! by Walter B. Pitkin. Simon & Schuster, \$1.75.
- POOR SPLENDID WINGS, by Frances Winwar. Little, Brown, \$3.50.
- MARIE ANTOINETTE, by Stefan Zweig. Viking Press, \$3.50.
- 100,000,000 GUINEA PIGS, by Arthur Kallet and F. J. Schlink. *Vanguard Press*, \$2.

- Eight of the nine cities whose best seller lists appeared in the *Times* last week placed it first in fiction.
- New York, Washington and San Francisco stores listed it second, Boston and Philadelphia, third.
- First in Washington stores for the second week, second in Philadelphia and Chicago.
- The best fiction seller in Brentano's (N. Y.) last week and second in sales at four Boston stores.
- Reported second by St. Louis stores and third in Atlanta.
- Chicago's non-fiction leader, second in New York, Atlanta, New Orleans, and St. Louis stores reporting to the *Times*.
- The leader in New York and Washington, third in Boston.
- Leading in Philadelphia stores for the past month. Second in Boston and Washington stores last week.
- New Orleans and St. Louis stores give it first place in non-fiction.
- Second in non-fiction sales at McClurg's last week.

Other Bookstore Favorites

- ONE WOMAN, by Tiffany Thayer. Morrow, \$2.50.
- THE DRAGON MURDER CASE, by S. S. Van Dine. Scribner, \$2.
- TWO BLACK SHEEP, by Warwick Deeping. Knopf, \$2.50.
- PETER ABELARD, by Helen Waddell. Holt, \$2.50.
- THE PROSELYTE, by Susan Ertz. Appleton-Century, \$2.50.
- WAR MEMOIRS OF DAVID LLOYD GEORGE, v. 1. Little, Brown, \$4.
- TESTAMENT OF YOUTH, by Vera Brittain. Macmillan, \$2.50.
- THE AMERICAN PROCESSION, by Agnes Rogers and Frederick L. Allen. Harper, \$2.75.
- ROCKWELLKENTIANA, by Rockwell Kent. Har-court, Brace, \$3.75.
- KING EDWARD VII, by E. F. Benson. Longmans, Green, \$3.

- Reported a best seller in the *Times* by New Orleans and Chicago stores.
- Third at New York stores for the second week.

 The October best seller at The Book Shop, Baton
 Rouge.
- Nine stores have, so far, reported it an October best seller for our monthly list.
- Third at three San Francisco stores last week. The October best seller at the Wide Awake Book Shop, Wilkes-Barre.
- Again a best seller of the week at Ballantyne's and the Wayfarer Book Shop, Washington.
- The non-fiction leader at Boston stores for the second week, second in Philadelphia.
- Second at three San Francisco stores last week, a McClurg best seller, and the October non-fiction leader at the Bay Tree Book Shop, Buffalo.
- The best seller in non-fiction at Brentano's in New York last week. Alexander Woollcott gave it a radio send-off and said he'd bought four copies himself.
- Second at three Chicago stores last week. Ten stores have reported it to us an October best seller.
- October non-fiction best seller at the Sunwise Turn, N. Y., and the Wide-Awake Book Shop.

Practical Books on Making and Saving Money

FINDING A JOB. By Roger W. Babson. Revell, \$1.50.

FINDING A JOB DURING THE DEPRESSION. By Harry D. Kitson. Robert C. Cook Co., 25c.

Making the Most of Your Income. By Harvey A. Blodgett. Macmillan, \$1.50.

Spending the Family Income: new ed. By S. Agnes Donham. Little, Brown, \$1.75.

FAMILY BUDGETS AND COSTS AND STANDARDS OF LIVING. Russell Sage Foundation, 10c.

FIFTY WAYS TO SAVE MONEY. By Malcolm McCaw. Longmans, \$1.50.

ONE THOUSAND SPARE TIME MONEY MAKING IDEAS. By William A. Brooks. National Library Press, \$1.00.

Notice to Control Card Users

THE PUBLICATION DATE of "Charles the First: King of England" by Hilaire Belloc (Lippincott) has been changed from Nov. 2nd to Nov. 9th.

"Fire Fighters!" by John J. Floherty (Doubleday) has been postponed from Nov. 1st to Nov. 8th.

"The Corduroy Trail" by Rita C. McGoldrick (Doubleday) has been postponed from Nov. 15th to an indefinite date in 1934.

The price of "Individualism and Socialism" by Kirby Page (Farrar & Rinehart—Nov. 16th) has been changed from \$2 to \$2.50.

Date Change

THE CAXTON PRINTERS, LTD., published "The World, the Flesh and the Holy Ghosts," poems by Howard and Geraldine Wolf, on November 1st instead of December 1st as announced in the Fall Index of the Publishers' Weekly.

Putnam Book Withdrawn

G. P. Putnam's Sons announce that "Judah P. Benjamin: The Statesman of the Lost Cause" by Rollin Osterweis has been withdrawn from circulation because of copyright infringement.

Business Notes

Anniston, Ala.—Mr. and Mrs. Albert E. Goldsworthy have opened a shop called Goldy's Lending Library and Book Shop at 1129 Noble Street.

Brooklyn, N. Y.—Samuel Friedman has opened a rental library at 1604 Cortelyou Road.

CHICAGO, ILL.—Preston Green, formerly with Brentano's, Chicago, and recently manager of Kroch's La Salle Street store, has opened his own bookshop at 1435 Hyde Park Boulevard in the Piccadilly Hotel. In addition to a complete stock of new books, the shop will carry games, toys, cards, stationery and gifts.

Geneseo, N. Y.—Early in November Hazle H. Smith will open The Nook of Books at 30 Main Street.

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Grand Forks, N. D.—The Valley Book Shop in the Park Theatre Building has been opened by H. A. Van Dusen.

New York City—The Fifth Avenue Bookshop was recently opened by Anne Landy at 41 West 46th Street.

PEORIA, ILL.—Elizabeth Rider has rented space in a new shop which was opened on November 1st by Mr. and Mrs. John H. Nichols at 104 S. Jefferson Street. The shop will carry magazines, stationery and will also conduct a rental library. Miss Rider will sell books. Both businesses will be entirely separate.

TERRE HAUTE, IND.—The Indiana State College Book Store was opened by Shepherd Young.

Toledo, O.—Nachtrieb, Inc. have moved from 341 Huron Street to Superior and Madison Streets.

Change in Price

COWARD-McCANN

The price of "Remember When," edited by Theresa M. Bonney, scheduled for publication in November, has been reduced to \$2.00.

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BOOKMAKING

A MONTHLY DEPARTMENT

Full Trim: A Bias on Current Bookmaking

EVELYN HARTER

IF PUBLISHERS SAT DOWN to figure out an ideal jacket for a manuscript before the contract was signed with the author, there might be fewer poor books given to the world. For it is curious how the effort to single out the special quality of a book and bring it to a focus in graphic terms on the jacket sometimes brings out all too clearly that the emphasis of the book really lies in a different quarter from that reported by the editorial department, and how sometimes, when a serious study is made of the problem of presentation, the unique atmosphere which the manuscript is supposed to have seems to be non-existent.

As the link between the artist and the editorial department, the production man is in an important position here. He must, if he cannot read the manuscript himself, get enough of an idea of the quality and atmosphere of the book to convey the right mood to the artist. It is a hard thing to do, season after season, but the good manufacturing man will persist in the effort. Two jackets in this month's offering which seemed to us to convey a special feeling of their own, in addition to being essentially attractive, are "Testament of Youth" (Macmillan) with a quill as its single decorative element and Weiss lettering, and "Mrs. Haney" (Payson) with its brown labels top and bottom carrying the title and author in reverse and a drawing in light line in the center.

We found a number of books bound in black this month. There has been a tendency lately to use lighter colors, in nonfiction as well as fiction. Possibly one reason



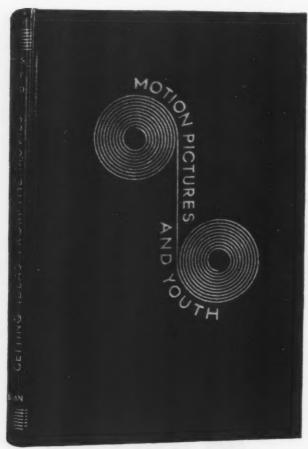
The Goose and the Golden Eggs

A certain man had a Goose which laid him a golden egg every day. But being a greedy man he was disastisfied with just one golden egg a day, and thinking to seize the whole treasure at once, he killed the Goose, and cutting her open found her-just what any other goose would be!

Application: Much wants more, and loses all.

A page from "Aesop's Fables" (Viking) designed by Milton Glick

is that the cloth manufacturers have been offering more attractive colors in the light shades, but in addition to that, stamping in dark ink on light cloth constitutes an economy; on darker cloths, such as black and dark blue it is almost imperative to use gold.



The abstract design in gold on the black vellum binding of "Motion Pictures and Youth" (Macmillan)

However, this month we have "Motion Pictures and Youth" (Macmillan) with black vellum stamped in a most successful abstraction of a reel on a projection machine, "African Intrigue" (Garden City Publishing Company) in black polished vellum, the O. Henry Memorial Prize Stories for 1933 (Doubleday, Doran), and "The Strange Life of Lady Blessington" (Little, Brown) also in black vellum, and "Gentlemen, I Address You Privately" (Smith and Haas) in black natural finish.

A glance at the Contents page of "Sea Wall" (Knopf) which has the part titles on that page in green makes us wonder why, when a second color is being used on the title-page, more use of it is not made in the other preliminary matter. It means a slight additional charge for electros and lock-up, but as long as the cost of another color is contemplated, it seems strange that it is not used to advantage in other pages in the same form. Certainly the Contents page of "Sea Wall" is greatly enhanced.

A strange experiment in bookmaking has just come in from England in the form of a

book called "The World To-morrow, A Junior Book of Forecasts," by I. O. Evans, published by Denis Archer. Although the form of a book, and the way of putting it together have remained almost unchanged since the invention of movable types, efforts never cease to change or modify it. Instead of binding boards or cloth, this book has for recto and verso sheets of a transparent material called rhodoid, a material adapted from wireless sets, which looks like very stiff cellophane. A picture and the title are printed on it in black from a halftone block, and since the endsheets are of yellow paper, an effect of two colors is obtained. The foreedges of the binding are "yapped," bent around the edge; if the book is held tightly together, the fore-edge of the sheets is protected. These angular edges are not very pleasant to the hand, however. There is a cloth backbone to which the backs of the signatures are glued.

Inside we find that the illustrations, of which there are a great many, are also printed on a transparent cellophane-like material called diophane. Under each is a sheet of white paper. It is an unusual stunt, which a child might enjoy in a book of scientific forecasts such as this, but the makers of the book figured without that old enemy to books—moisture. In the copy which came to us, these cellophane tips had buckled and warped until the volume resembled a much too heavily packed scrapbook.

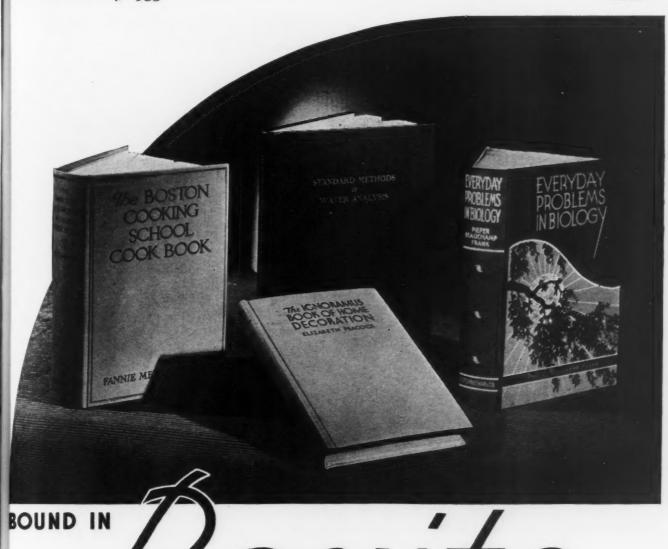
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The new "Aesop's Fables" from Viking illustrates the happy results which may be obtained by cooperation of artist and typographer. Boris Artzybasheff cut the wood blocks in his own witty and finished style and Milton Glick set the book in Janson, with the "application" tag at the end of the fables in Goudy Text. There is a fine, restrained title-page, and a binding made gay with an Artzybasheff drawing.

Columbia University has issued a most ambitious catalog of its books from 1893 to 1933, and has found a middle ground between pamphlet and hard binding on which to issue it. They have used light binding boards, but have trimmed the book flush, covers and all. The cloth wraps around the fore-edge four inches, like a jacket, but is pasted down to the endsheet. You must see it to appreciate how pleasantly this experiment turns out.



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Here are four books that do not lose their value at the end of the last chapter — they are not that kind of books. • They are books of reference. One is for the kitchen — and you know that is no easy life for a book.

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Books About Bookmaking

DR. HELLMUT LEHMANN-HAUPT

THE DOLPHIN; a Journal of the Making of Books. Number One. N. Y., Limited Editions Club, 1933. \$10.00 (\$5.00 to members).

The Dolphin is a real contribution to the literature of bookmaking, and we wish it most sincerely a long and vigorous life. If the volumes that follow hold to the promise of the present one, the subscribers will not only "get their money's worth," but they and with them editor, publisher, and manufacturer of the new annual are to be congratulated. This volume is most certainly of substantial service to the cause of better bookmaking.

Perhaps not everyone will feel that there is a place for so ambitious an addition to the many books and periodicals that already exist. Even if one omits the purely historical and bibliographical publications, as well as the exclusively bookcollecting periodicals and the technical trade journals, there still remains a notable list: The Fleuron, the Colophon, the Gutenberg Yearbook, and Imprimatur. But the Fleuron came to an end in 1930 and times have moved fast since then. The gap that ensued was, to some degree, filled by the Colophon and Imprimatur, which were started the same year that the Fleuron stopped. But these publications never devoted themselves exclusively to bookmaking; in fact, their general bibliophile and literary interest has from the start been definite and intentional. The Gutenberg Yearbook has made many friends in the English speaking world since its first appearance in 1926, but again there is the fact of a divided interest.

We therefore extend to the Dolphin a specific welcome as the worthy successor of the Fleuron.

The Dolphin does not start exactly where the Fleuron left off. Rather, it makes its own start. Not everything that is contained in it is new knowledge to the average student of bookmaking and typography.

The elementary aspects of the subject and its status of the present day are set down side by side, or in other words, the elements of bookmaking are explained in terms of their most recent development. Thus, a solid foundation for future development is laid in

this first volume.

One of the outstanding virtues of the Dolphin is its consistency from an editorial point of view. This consistency is evident not only in the treatment of every individual subject, but in the very selection of these subjects, their assignment to a remarkably competent staff of contributors, and last but not least, in their very logical arrangement in the volume. It is a great compliment to the anonymous editor (or editors?) that the best way to absorb the Dolphin is to read it like a book from cover to cover.

It is quite true that here and there the articles overlap. The reader will be amused to find that both Mr. Goudy and Mr. Pottinger have reprinted in full the same passage from Mr. Bruce Rogers' description of type designing. Such coincidences are probably unavoidable, and another such instance of overlapping really illuminates an important question very remarkably.

Here is the point. In his article on type designing Mr. Goudy contributes the complete description we have so long desired of the process of type designing that Mr. Goudy, and he alone, is able to give. This article is a valuable interpretation, not only of the

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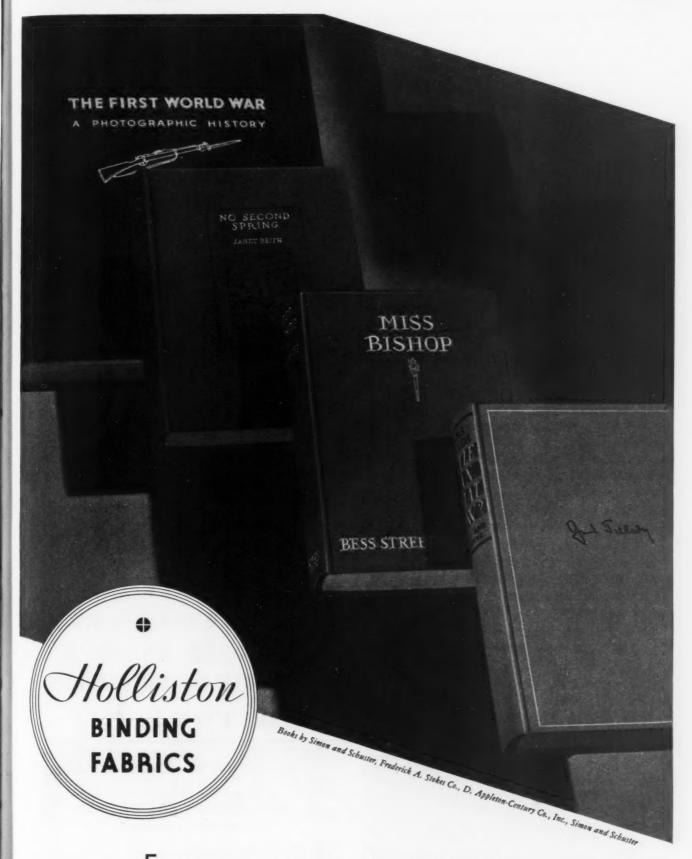
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EVERY book reader is enough of a judge of bookinding to know the difference between the cheap and the good. An exceptional book may sell in spite of a poor binding; but it is never accepted by the consumer without some prejudice against the book, its publisher, and the retailer. There are substantial, practical reasons why books should be bound in Holliston Cloth of good grade.

THE HOLLISTON MILLS, INC . NORWOOD, MASS. BOSTON NEW YORK PHILADELPHIA CHICAGO ST. LOUIS

Goudy type faces, but of type designing in general. It will remain as one of the permanent explanations of the problem.

One of the three fundamental approaches to the designing of a type face, which Mr. Goudy has experienced, is to "attempt the creation of something entirely new by reverting, as the early craftsmen did, to the manuscript hand of the mediaeval scribe." It is probably Mr. Goudy's great modesty, both for himself and his own times, that has forbidden him to turn directly to his own handwriting or to the calligraphic specimens of some other modern artists. Mr. Paul Koch's method, as explained in his article, "The Making of Printing Types," forms an interesting comparison with Mr. Goudy's methods. Says Paul Koch (page 25):

"When I wish to cut a type, I first write numerous words and sentences in various styles and with broad pens of different widths. . . ."

In the contrast of these methods, it seems to me, lies a very important point and one that deserves fuller attention in further issues of the Dolphin.

Paul Koch's article, with the wonderful Kredel woodcuts, is the best technical description of type making by hand, that has been written since the eighteenth century. The other manual processes too, have been described competently and completely in this volume, and it is gratifying to see that paper making by hand, binding by hand, and printing on the hand press, have definitely passed the critical stage where everyone was tempted to question their right of existence.

The second part of the Dolphin contains a series of articles on contemporary bookmaking in the various European countries and in America. With a few notable exceptions, foremost among them Mr. Rollins' contribution, these articles suffer a little from

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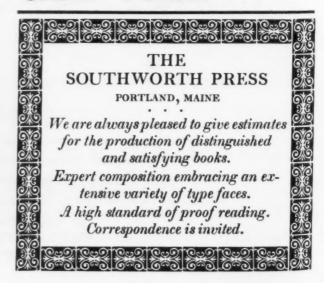
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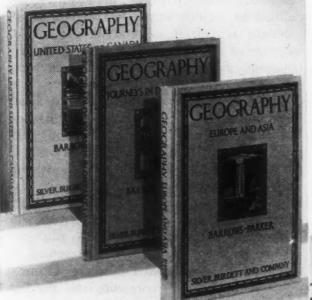
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Providence, Rhode Island...18 Thomas Street, New York

a certain sameness. Also, they are somewhat overladen with names of printers and book titles, which do not make very interesting reading. Perhaps the titles ought to be isolated in the future, and presented together with more complete bibliographical information. This would help the student and the potential purchaser of such items, as well as the reader.

These, however, are minor defects, and it is only fair to state that Mr. Steiner-Prag's general survey of European bookmaking, which precedes the second part, is a splendid review that serves admirably as a general key to the individual countries.

The Printing Code

AFTER TWO MONTHS of almost continuous conference in Washington, the code of the graphic arts industry was brought to a form in which it is again presented for its further hearings, which began on Wednesday. During the last weeks in October the United Typothetae Association, which has made a

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great effort to bring order out of chaos in the field of graphic arts, has been having a postponed convention in Chicago, during which it has made a study of this tentative code.

In its present form it states "The term 'graphic arts industry' as used herein is defined to include all persons and establishments engaged in publishing, printing and related industries." In the subsection called "National Product Groups" the industries are defined to include any association or establishment organized to promote the mutual interests of such establishments and the distribution of any particular product or products of the graphic arts industries.

These definitions might seem to bring book publishing into the scope of this code, but the publishers have made strong and repeated requests that they did not wish, as customers of the printers, to be included under the same general code, and the Administration has finally accepted this point of view. The only groups of publishers who have presented their codes at Washington are the textbook publishers, represented by the National Textbook Publishers' Council; the play publishers, represented by the National Association of Play Publishers; and the music publishers with the administrative

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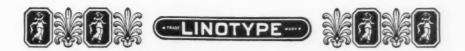
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LINOTYPE BASKERVILLE

THERE is an enduring charm about a fine Georgian house, a Hepplewhite chair, a table of the Brothers Adam, that fits them as comfortably into the taste of today as into that of the century in which they originated.

Out of that same great period of English design came Baskerville type, equally distinguished and lasting as a classic example of sound style in type design. The Linotype cutting of Baskerville is notable for its fidelity to the spirit of the original. It is to be seen in many recent books, and was selected for the new dress of Harpers Magazine. Mergenthaler Linotype Company, Brooklyn, N. Y.

NO

agency not yet selected. The three music publishing codes have been filed, respectively, by the Music Publishers' Association of the United States, Music Publishers' Protective Association, and the National Association of Sheet Music Dealers.

The scales for skilled labor for the blanket code of the graphic arts provide that every plant, with the exception of union plants and those which have not made any decrease in wages since July 1, 1929, shall make increases in average hourly compensation for all classes of skilled labor within thirty days after the code becomes effective. Each plant shall increase hourly rates to a point at which they are 10% higher than the hourly rates in effect July 1, 1933. The rates thus provided must be further increased, if necessary, to

of the rates prevailing July 1, 1933.

A minimum for journeymen has also been established, which gives compositors 60c an hour in cities of less than 25,000 and 82c an hour in cities of more than 25,000 population, with a similar differential for large

bring the average compensation up to 90%

plants in small towns.

Standard working hours are set at forty hours per week for all mechanical employees, including supervisors and foremen. Maximum hours do not apply to professional people employed in their profession, technical employees or employees on emergency or repair work.

Requirements of the code as to hours and wages shall be observed except during the present term of an employers' contract or contracts made on or before July 1, 1933, and still remaining in full force and effect which cannot be revised except by mutual consent.

Among the unfair practices as specifically listed are the prohibition against inaccurate records in determining costs; inaccurate representation in sales or promotion; inaccurate references to competitor selling below cost, that is, giving a price that is less than the price determined by accounting and cost finding methods as prescribed; interfering with another's contracts; appropriation of designs, layouts, sketches, etc.; submitting fictitious bids, etc.

The Book Manufacturers' Institute, which is a subdivision, is defined as follows: "This Institute shall include all establishments engaged in one or more of the processes of book manufacture, book composition, book-

plate making, book relief printing, book lithography, edition binding, library binding, trade pamphlet binding, de luxe (extra) binding, mechanical departments of publisher-owned plants engaged in textbook, subscription, reference and general book publishing, and producers of specialties involving book binding processes such as superfinished covers, looseleaf covers and similar products."

Smallest Book

Seven years of labor were put into what is claimed to be the smallest book in the world, a tiny volume containing 46 quatrains from the verse of Omar Khayyam, which was recently displayed in Worcester, Mass. The book, complete and bound in leather covers, measures 3/16" by 6/16" and was printed from copper plates. Seven plates, each containing four pages, were made by photo-engraving. The whole book weighs a third of a carat. It is the work of Hamilton Brooks Woods and Frederick K. Vroom.

PX Cloth Exhibits

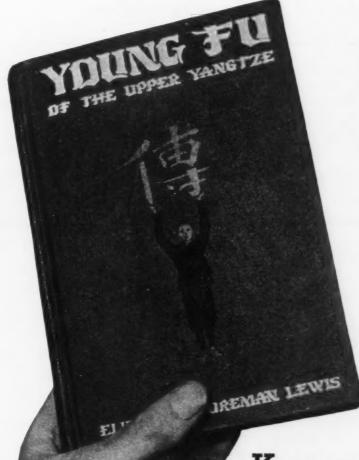
THE FABRIKOID DIVISION of the du Pont Company reports great interest in a series of exhibitions of books bound in PX cloth and Fabrikoid which they have been holding in various places during the summer and fall. One of the displays was held at Chicago. Another was held at the Du Pont Exhibit on the Boardwalk in Atlantic City. A third has just been held in Philadelphia.

In addition to the books shown, the exhibits included various tests and mechanical devices showing the strength and resistance of the materials to insects, water and flexing.

Olympic Games Report Finished

Francis G. Browne, formerly of Chicago, now of Los Angeles, remembered in the publishing and bookselling fraternity as the maker of many fine books bearing the early imprint of A. C. McClurg & Co., and later as the head of the Browne & Howell Company, has just completed, as Staff Editor of the Olympic Games Committee, the editing and designing and printing of the ambitious Official Report of the Olympic Games, published in Los Angeles. The volume is distinguished in typography and makeup, and contains nearly 900 pages with more than 1200 illustrations.

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October Book Production

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20 68 50 6 11 22 23 15 36 3 8	Totals (5 weeks)	182 493 491 68 128 173 299 173 290 44	218 505 531 70 214 167 323 161 288 59
68 50 6 11 22 23 15 36 3	63 73 12 21 17 35 19	493 491 68 128 173 299 173 290	505 531 70 214 167 323 161 288
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55	70	388	450
159	245	1585	1794
85	134	498	584
39	58	373	366
23	29	197	233
47	89	441	566
5	5	39	59
754	1090	6558	7460
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The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts Dr: Drama Hi: History Po: Poetry Sp: Sports

Bi: Biography Ec: Economics Ju: J Bu: Business Fi: Fiction Mu: M	
Acklom, Moreby Winter vigil. 30p. T' (Friendly b'ks) [c. '28] [Bost., Bruce Humphries] bds., 1.00 Aesop Ju Aesop's fables; ed. and il. with wood engravings by Boris Artzybasheff. 98p. O c. N. Y., Viking 2.00	Bacon, Benjamin Wisner, D.D. The gospel of the Hellenists; ed. by Carl H. Kraeling. 446p. (2p. bibl. and bibl. footnotes) O [c. '33] N. Y., Holt A study of the Gospel of John and a new hypothesis concerning its structure. The last work of the late Professor of New Testament Criticism and Exegesis in Yale University.
Ninety fables chosen from the Croxall edition of 1722 and the James edition of 1848.	Barnes, Arthur Stapylton Re The martyrdom of St. Peter and St. Paul. 194p.
Ajanta; the colour and monochrome reproductions of the Ajanta frescoes based on photography; with an explanatory text by G. Yazdani and an appendix on inscriptions by John Allen; pt. 2; v. 1, Text; v. 2, Plates. 77p.; 49p. il. (pt. col.) F '33 N. Y., Oxford	O '33 N. Y., Oxford Bartley, Nalbro Isadorah [Mrs. Martin Clark] Fi Second flight. 312p. D (Copyright fiction) [c. '32] N. Y., Burt -75
Andrews, Charles Freer Re Christ in the silence. 299p. (bibl.) D [c. '33] N. Y., Abingdon 1.50 The experience of knowing Christ, in the lives of men.	Batson, Alfred African intrigue. 315p. map O c. Garden City, N. Y., Garden City Pub. Co. 2.75 The story of an African adventure in 1911, when France and Germany were rivals for territorial expansion in the dark continent. Four men started on a safari, from which only one, the author, returned to
Rough hewn; the autobiography of a modern Sin- bad. 391p. D c. N. Y., Appleton-Century 2.50 The true story of an adventurous life on the high seas.	Bechdolt, Frederick Ritchie Horse thief trail. 304p. D (Copyright fiction) [c. '32] N. Y., Burt Figure 1.75
Armitage, Merle Henrietta Shore; an article by Edward Weston; appraisal by Reginald Poland [lim., numbered ed.]. 54p. il. (pt. col.) Q c. N. Y., E. Weyhe pap., 5.00 A study of the work of a California artist, with many reproductions of her drawings and paintings.	Bellah, James Warner Dancing lady. 281p. D (Copyright fiction) [c. '32] N. Y., Burt .75 Billings, Buck Fi Two-gun Harney. 288p. D (Copyright fiction)
Ayres, Ruby Mildred [Mrs. Reginald William Pocock] Fi Come to my wedding. 309p. D. '33, c. '32, '33 Garden City, N. Y., Doubleday 2.00	[c. '32] N. Y., Burt .75 Boswell, James Bi Boswell's life of Johnson. 1402p. D (Oxford standard eds.) '33 N. Y., Oxford 1.25
Gyp Farrow invited David to her wedding when she was nine years old, and then, ten years later, after she had been thrust into a gay, sophisticated world, she met him again.	Boyd, Aubrey Fi Smoky Pass. 313p. D (Copyright fiction) [c. '32] N. Y., Burt .75

This LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Boyle, Kay [Mrs. Laurence Vail] Fi Gentlemen, I address you privately. 341p. D c. N. Y., Smith & Haas 2.50 A story, laid in Brittany, about the strange emo- tional relationship between two men.	Coleridge, Samuel Taylor Kubla Khan; il. by John Vassos [foreword by the illustrator]. O c. N. Y., Dutton 3.00 An interpretation of Coleridge's poem by an artist.
Brand, Max The Jackson trail. 285p. D (Copyright fiction) [c. '32] N. Y., Burt .75 Branson, William H. Re	Conger, George Perrigo The horizons of thought; a study in the dualities of thinking. 377p. (bibl. footnotes) O c. Princeton, N. J., Princeton A companion to "A World of Epitomizations." The author is associate professor of philosophy in the University of Minerceton.
Reply to Canright; the truth about Seventh-day Adventists. 319p. D [c. '33] Takoma Park, D. C., Review & Herald Pub. Ass'n 2.00	versity of Minnesota. Connor, Ralph, pseud. [Charles William Gordon]
Buchan, John The blanket of the dark. 301p. maps D (Copyright fiction) [c. '31] [N. Y., Burt] .75	The arm of gold. 314p. D (Copyright fiction). [c. '32] N. Y., Burt .75
The path of the king. 290p. D (Copyright fiction) [c. '21] N. Y., Burt .75	The girl from Glengarry. 312p. D c. N. Y., Dodd, Mead A romance of the Canadian north woods, with a background of present-day social and religious up- heaval.
Cannon, Ralph Grid star. 273p. D [c. '33] Chic., Reilly & Lee 2.00 A football story laid in a state college of the Middle West.	Cowles, Barbara [Mrs. Thomas Cowles], comp. Bibliographers' glossary of foreign words and phrases; an alphabet of terms in bibliographical and booktrade use compiled from twenty languages. 82p.
Chalfant, Willie Arthur Death Valley; the facts, 2nd ed. 164p. il., maps O [c. '33] Stanford Univ., Cal., Stanford Univ. Press 3.50	Q c. N. Y., R. R. Bowker Co. pap., 2.00 Curry, Bruce The Bible and the quest of life; fifty-two studies in the contribution of the Bible to present-day thought and life. 327p. D '33 N. Y., Oxford 1.75
Chambers, Robert William Fi Gitana. 363p. D (Copyright fiction) [c. '31] N. Y., Burt .75	Cuthbert, Clifton Fi Art colony. 256p. D c. N. Y., Wm. Godwin
Chapman, Frank Michler Autobiography of a bird-lover. 433p. (14p. bibl.) il. (pt. col.) O c. N. Y., Appleton-Century 3.75. A famous American ornithologist, Curator of Birds in the American Museum of Natural History, tells the story of his career and of his work in strange lands.	A story of artists and near-artists in a summer art colony. Daiger, K. S. Fi Fourth degree; a mystery novel. 296p. D (Copyright fiction) [c. '31] N. Y., Burt .75
Chinard, Gilbert Bi Honest John Adams. 371p. (bibl. footnotes) il. O c. Bost., Little, Brown 3.75 A biography of the second President of the United States whom the author considers the most realistic statesman of his generation in America.	Daingerfield, Foxhall Mrs. Haney. 244p. il. D [c. '33] N. Y., Wm. F. Payson The story of a poor Kentucky white family, especially Mrs. Haney, whose personality was best understood and appreciated by an adolescent boy who lived nearby.
Cole, Jackson Gun justice. 288p. D (Copyright fiction) [c. '33] N. Y., Burt	Dance as an art form; its history and development by "La Meri." 198p. D '33 N. Y., A. S. Barnes
Cole, Percival R. The method and technique of teaching. 398p. O '33 N. Y., Oxford 3.25	Davis, Samuel Hoffman Separated by mountains. 240p. D '33 Phil., Dorrance 2.00

Amateur Athletic Union of the United States
Rules for swimming, diving . . . water polo. 44p.
il., diagr. S c. '33 N. Y., Amer. Sports Pub. Co.
pap., .25

Avery, Royal A.
Geometry workbook.
Allyn & Bacon

256p. diagrs. Q '33 Bost., pap., .80, loose-leaf

Barnes, Irston R., ed.
Cases on public utility regulation. 279p. Q c. '33
Ann Arbor, Mich., Edwards Bros. pap., 3.50

Berry, Gertrude

The child and the church; a book about Our Lord and His church for His very little ones. 31p. il. obl. T c. N. Y., Benziger pap., apply

Berry, Robert Lee
Redemption explained through pictures and symbols.
48p. il. S [c. '33] Anderson, Ind., Gospel Trumpet
Co. pap., .10

Dying to live; a riotous farce in three acts. 116p. diagr. D c. '33 N. Y., S. French pap., .50

Concordia hymnal (The); a hymnal for church, school and home; 2nd ed. [music and text eds.]. 463p. O, T ['33] Minneapolis, Augsburg Pub. House 1.20; .50

Cooper, Howard E.

The application of standard costs to factory overhead expenses. 28p. O '33 Balt., Johns Hopkins Press pap., 28

Copeman, W. S. C.

The treatment of rheumatism in general practice.
223p. O (Wm. Wood pub'n) '33 Balt., Williams & Wilkins
3.25

Curtis, Winterton C. and others
Laboratory directions in general zoology; 2nd ed.
164p. O '33 N. Y., Wiley pap., 1.50

Dawson, L. O.

Light spots. 194p. D [c. '33] [Tuscaloosa, Ala., Weatherford Pr. Co.] 1.00
A collection of articles and anecdotes from the author's column, "Light Spots in the Spotlight," in the Birmingham, Alabama, News.

Dearmer, Percy, comp.

Songs of praise discussed; a handbook to the best-known hymns and to others recently introduced; notes on the music by Archibald Jacob. 592p. O '33 N. Y., Oxford 2.25

De Morgan, William Frend Fi Joseph Vance; an ill-written autobiography [cheaper ed.]. 538p. D [c. 'o6] N. Y., Holt 1.00

Designing and decorating clothes. 51p. il. D (Blue b'k ser.) [c. '29, '33] Scranton, Pa., Internat'l Textb'k Co. lea. cl., 1.50

Dobie, Charles Caldwell

San Francisco; a pageant; il. by E. H. Suydam.

365p. (2p. bibl.) O c. N. Y., Appleton-Century

A history and interpretation of the city.

Doro, Edward Po

The boar and Shibboleth, with other poems; wood engravings by Paul Landacre [lim. ed.]. 57p. O c. N. Y., Knopf bds., 3.50

A first volume by a young poet, considered by critics of great talent.

Dos Passos, John
Orient express. 224p. S (Travellers lib. no. 80)
[c. '28] N. Y., Peter Smith

Dostoevsky, Fyodor

The brothers Karamazov; 3 v.; tr. [from the Russian] by Constance Garnett; il. by Alexander King; ed. by Avrahm Yarmolinsky. 128op. il. (pors.) O
'33 N. Y., Lim. Eds. Club 10.00, to members

Dreier, Katherine S.

Shawn, the dancer. il. Q '33 N. Y., A. S. Barnes 3.00

Dudley, Lafton Leland

The school and the community; a study of local control in the public schools of Massachusetts. 190p. (bibl. footnotes) O (Harvard studies in educ., v. 22) c. Cambridge, Mass., Harvard 2.50

Dunkman, William E. Ec Qualitative credit control. 345p. (4p. bibl.) diagrs.

O (Studies in hist., economics and public law no. 395) c. N. Y., Columbia Univ. Press 3.00

The author criticizes proposals to control the level of prices through banking policy and offers a constructive program of credit control based on credit and banking theory, and credit analysis.

Falnes, Oscar J.

National romanticism in Norway. 398p. (12p. bibl.) O (Studies in hist., economics, and public law, no. 386) c. N. Y., Columbia Unv. Press 4.00 A study of nationalism in Norway, especially as evidenced in its literature.

Dept. of Food Economics and Nutrition
A dictionary of culinary and related terms. 62p. O
'33 Manhattan, Kan., Kansas State College of Agriculture and Applied Science pap., .25

Doyle, Rev. John James

Education in recent constitutions and concordats.
139p. (bibl.) O '33 Wash., D. C., Catholic Univ. of Amer.

pap., .25

Fierro Blanco, Antonio de

The journey of The Flame; tr. [from the Spanish] by Walter de Steigner. 311p. il., map O c. Bost., Houghton 3.00

An account of the colorful and epic journey through the three Californias that was made in the beginning of the 19th century by Señor Don Juan Obrigón, known as Juan Colorado and The Flame.

Finkelstein, Maurice

The dilemma of the Supreme Court; is the N.R.A. constitutional? 31p. D (John Day pamphlets no. 34) [c. '33] N. Y., John Day pap., .25

Finter, F. B. Sc An introduction to physical chemistry; rev. ed. 291p. il., diagrs. D '33 N. Y., Longmans 2.20

Fitzpatrick, John Clement

George Washington himself; a common-sense biography written from his manuscripts. 544p. (bibl. notes) front. (por.) O [c. '33] Ind., Bobbs-Merrill

A biography, based on Washington's own letters and writings, by the editor of the U. S. Bicentennial Edition of the Writings of George Washington.

Fitzsimmons, Cortland

Red rhapsody. 289p. D c. N. Y., Stokes 2.00

Horror and terror burst upon the gay party assembled at the Blandells' new home, which was reputed to be haunted, when Phil Ryder was murdered by a knife plunged into his back.

Fosdick, Raymond Blaine and Scott, Albert L.
Toward liquor control; foreword by John D.
Rockefeller, jr. 236p. (8p. bibl.) D c. N. Y.,
Harper
2.00
A study, made at the request of Mr. Rockefeller, of the methods used in various countries for handling the sale of liquor.

Fowler, Gene
Timber line; a story of Bonfils and Tammen.
48op. fronts. (pors.) O c. N. Y., Covici, Friede

A portrait of the two men who ruled the Rocky Mountain region for forty years through their ownership of the Denver Post, one of the most sensational and prosperous newspapers in America.

Freeman, Richard Austin
Dr. Thorndyke intervenes. 349p. front. D c.
N. Y., Dodd, Mead
2.00
An American's claim to an English title involves
Dr. Thorndyke in a case of murder and robbery.

Dr. Thorndyke's discovery. 312p. diagrs. D (Copyright fiction) [c. '32] N. Y., Burt .75

Garst, Robert E. and Bernstein, Theodore Menline

Headlines and deadlines; a manual for copy editors. 228p. diagrs. D c. N. Y., Columbia Univ. Press flex. lea. cl., 2.75
Standards of the metropolitan press in editing and writing headlines for copy.

Gibbs, Sir Philip Hamilton
The anxious days. 36op. D (Copyright fiction)
[c. '32] N. Y., Burt

.75

Emerson, Charles L.

Wisconsin scenic and historic trails. 135p. maps O [c. '33] Madison, Wis., Straus Pr. Co., 214 E. Washington Ave.

George, Charles

Mamma's baby boy; a riot of laughs in three acts. 87p. diagr. D c. '33 N. Y., S. French pap., .50

Gibran, Kahlil The garden of the prophet. 66p. il. O c. N. Y., Knopf A posthumous, companion piece to "The Prophet."	An account of what Soviet Russia means today to its citizens, after the completion of the first Five Year Plan. Hollander, Walther Georg Heinrich von *F
Gillett, Lucie Karme Po First children. 63p. D (Contemporary poets, 114) '33 Phil., Dorrance 1.00	Ten years—ten days; tr. from the German by Lilian Wonderley. 283p. D c. N. Y., Macmillan 2.00 Baron Dahl escapes from the lunatic asylum where
Gregory, Horace Pilgrim of the Apocalypse. 125p. D c. N. Y., Viking	he has been imprisoned because of fratricide. During his ten days of liberty, he relives at the same time the circumstances that led up to the crime.
A critical study of D. H. Lawrence. Griffith, Jason Fi	Child upbringing and the new psychology. 113p T '33 N. Y., Oxford 1.00
The monkey wrench. 261p. D [c. '33] Bost., Stratford 2.00 A mystery-adventure tale which moves from a setting of Malayan rubber plantations to Egypt, and finally to a romantic old French chateau.	Ickes, Anna Wilmarth Mesa land; the history and romance of the American Southwest. 244p. (9p. bibl.) il. O c. Bost. Houghton A brief history of New Mexico and Arizona and
Gwynn, Stephen Lucius The life and friendships of Dean Swift. 373p. il. O [c. '33] N. Y., Holt The life and brilliant circle of friends of the author of "Gulliver's Travels."	an account of the present manner of living of the principal Indian tribes and descriptions of the ancientowns in which they live. The author is the wife of the Secretary of the Interior.
Hall, Clarissa Improvising in the evening. 64p. S '33 Brookline, Mass., Author bds., 1.50	Before the fact. 310p. D (Copyright fiction) [c '32] N. Y., Burt
Hansen, Harry, ed. O. Henry Memorial Award prize stories of 1933. 312p. D '33, c. '32, '33 Garden City, N. Y., Double-	Renaissance of Roman architecture; pt. 1, Italy pt. 2, England; pt. 3, France. various p. il. O '33 N. Y., Macmillan 3.75, ea
day Fifteen distinguished short stories by Marjorie Kinnan Rawlings, Pearl S. Buck, Conrad Aiken, Er- skine Caldwell, F. Scott Fitzgerald, Selma Robinson and others. Heaton, Mrs. Rose Henniker	James, Rhys Worth remembering. 423p. il. D c. N. Y. Longmans A hilarious tale for grown-ups of three southern chil dren who lead a wild life of their own in a southern
The perfect Christmas. 166p. il. D [c. '33] N. Y., Dutton Suggestions for Christmas parties, presents, decorations, games, menus, etc.	Johnson, Gladys Etta Late September. 299p. D (Copyright fiction) [c '32] N. Y., Burt
Hendrix, William F. That boy Joe Fox. 188p. front. D c. N. Y., Benziger Bros. A lively story of two Catholic schoolboys.	Kataev, Valentine Petrovich Time, forward; tr. from the Russian by Charles Malamuth. 345p. D [c. '33] N. Y., Farrar 8 Rinehart
Herbert, Mrs. Elizabeth Hamilton Fi The house of wives. 307p. D (Copyright fiction) [c. '32] N. Y., Burt .75	A story of one day in Soviet Russia under the Five-Year Plan. Keeler, Harry Stephen
Himmelblau, David, and others Fundamentals of accounting; rev. ed. 250p. O	The box from Japan. 765p. diagrs. D (Copyright fiction) [c. '32] N. Y., Burt .75
'33 N. Y., Ronald Press 2.50, loose-leaf Hindus, Maurice Gerschon The great offensive. 368p. front., diagr. O c. N. Y., Smith & Haas 3.00	The face of the man from Saturn. 254p. D (Dutton clue mystery) [c. '33] N. Y., Dutton 2.00 Jimmie Kentland, reporter on the Chicago Sun, finds that he has a mystery to solve when he discovers the body of the murdered antique dealer.

Girl Scout proficiency badge requirements and special awards, 1934. 88p. (bibls.) il. S [c. '33] N. Y., Girl Scouts, Inc. pap., apply

Grimes, Frank G., comp.

Officials and organizations concerned with wild-life protection, 1933. 13p. O (U. S. Dept. of Agri. misc. pub'n no. 166) '33 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.]

Haggerty, M. E.
Children of the depression. 25p. (bibl. footnotes)
O (Day and hour ser., no. 6) [c. '33] [Minneapolis].
Univ. of Minn. Press pap., .25

Harno, Albert James, ed.

Cases and other materials on criminal law and procedure.

1010p. Q (Nat'l caseb'k ser.) '33 Chic., Callaghan & Co.

5.50

Haydon, Glen
The evolution of the six-four chord; a chapter in

the history of dissonance treatment. 155p. (3p. bibl.) Q c. Berkeley, Cal., Univ. of Cal. Press 4.00

Holbert, J. R. and others

Portable refrigeration chambers for studying cold resistance of plants in the field. 28p. il., diagrs. O (U. S. Dept. of Agri. circular no. 285) '33 Wash., D. C. [Gov't Pr. Off.; Sup't of Doc.] pap., .05

Howard, Russell and Perry, Alan Surgery; new 4th ed. 1400p. il. (pt. col.) O (Wm. Wood pub'n) '33 Balt., Williams & Wilkins apply

Jennings, George Penfield
Green Farms, Connecticut, the old West parish of
Fairfield . . historical sketches and reminiscences.
162p. il., maps O '33 [Green Farms, Conn.], Congregational Society of Green Farms buck., 3.00

Karapetoff, Vladimir and Dennison, B. C.
Experimental electrical engineering and manual for electrical testing; v. 1; 4th ed. 781p. O '33 N. Y., Wiley 6.00

Klein, Herman The golden age of opera. 301p. (bibl. footnotes) il. (pors.) O '33 N. Y., Dutton A history of grand opera during its richest period, the Victorian era. Klein, Norman	McCulloch, Elizabeth Ashfield Po Far horizons. 48p. D (Contemporary poets, 113) '33 Phil., Dorrance 1.25 MacDonald, Philip [Oliver Fleming, Anthony Lawless, Martin Porlock, pseuds.] Fi
No! no! the woman. 310p. D (Copyright fiction) [c. '32] N. Y., Burt .75	Rope to spare; an Anthony Gethryn detective story. 349p. D (Copyright fiction) [c. '32] N. Y., Burt
Knowlton, Elizabeth Tr The naked mountain. 335p. il., map O c. N. Y., Putnam buck., 5.00 An account of the attempt of the German American Himalaya Expedition to climb a western Himalayan mountain, which would have been the world's highest summit reached by man, had the adventure succeeded. The author was the only woman on the expedition. Langfeld, William Robert and Blackburn, Philip C. Washington Irving; a bibliography. 97p. il. Q	McKay, Donald Cope The national workshops; a study in the French Revolution of 1848. 217p. O (Harvard historical studies, v. 35) '33 Cambridge, Mass., Harvard 2.50 Marcuse, Ludwig Heine; a life between love and hate; tr. from the German by Louise M. Sievelking and Ian F. D. Morrow. 351p. front. (por.) O [c. '33] N. Y., Farrar & Rinehart 3.00
'33 N. Y., N. Y. Public. Lib. buck., 4.00 Lathrop, Dorothy P. Ju The little white goat [il. by the author]. 58p. il. (col. front.) obl. D c. N. Y., Macmillan. 1.75 A little white goat leads two children into the forest where they learn to know all the animals.	A biography of the German poet. Marshall, Robert The people's forests. 233p. (3p. bibl.) O c. N. Y., Smith & Haas A discussion of the present deplorable condition of the American forests and of the steps which must be taken to rehabilitate them.
Lawrence, David Herbert [Lawrence H. Davison, pseud.] Love among the haystacks, and other pieces; with a reminiscence by David Garnett. 127p. D c. N. Y., Viking A posthumous volume which contains a novelette, a short story and two autobiographical sketches which first appeared in the limited Nonesuch Press edition. "Christs in the Tirol," a philosophical sketch, is also included. Lee, Alva Ec America swings to the left. 192p. D c. N. Y., Dodd, Mead A picture of our present economic situation, taking issue with the Administration on some of its policies.	Martin, John The modern dance. 124p. D '33 N. Y., A. S. Barnes Marvin, F. S. The nation at school; a sketch with comments [education in England]. 172p. D '33 N. Y., Oxford 1.75 Masefield, John The Bird of Dawning, or, The fortune of the sea. 310p. D c. N. Y., Macmillan A tale of shipwreck and the sea. Maurois, André The Edwardian era; tr. [from the French] by
Leyford, Henry Murder moon. 253p. D [c. '33] N. Y., Macaulay An American, Stephen Trent, helps to solve two	Hamish Miles. 398p. (4p. bibl.) il. (pors.) O c. N. Y., Appleton-Century The story of the reign of Edward VII, a period of transition for England.
Lies, Eugene T. The new leisure challenges the schools; shall recreation enrich or impoverish life? foreword by John H. Finley. 326p. (11p. bibl.) il. O [c. '33] [N. Y., Nat'l Educ. Ass'n, 315 4th Ave.] What schools are doing and can do to meet leisure-time needs.	Maxwell, Gilbert Look to the lightning. 61p. O c. N. Y., Dodd, Mead A first book of poems. Mayer, Raymond C. How to do publicity. 268p. O c. N. Y., Harper 3.00 A handbook on up-to-date publicity methods and
Locke, R. J. Strangers, and other poems. 95p. D [c. '33] Bost., Stratford	technique. Maynadier, Gustavus Howard, and others, eds. Harvard studies and notes in philology and lit-
Lynch, Maude Dutton "I'm busy"; a book of play activities. 176p. il.,	erature; v. 15. 377p. il. O '33 Cambridge, Mass., Harvard 2.50
diagrs. D c. Bost., Houghton All sorts of activities with which children can amuse themselves—at home, outdoors, at parties, when kept in bed, etc.	Mellor, Joseph William Sc Modern inorganic chemistry; 8th ed. 1131p. il., diagrs. D'33 N. Y., Longmans 4.25

Reservoirs for farm use. 18p. il., diagrs. O (U. S. Dept. of Agri. farmers' bull. no. 1703) ['33] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap., .05

Lum, Chung Park
Words of wisdom from Chinese sages. 64p. S [c. '33] [N. Y., Walters & Mahon] pap., .10

[McAtee, W. L.]
Protecting poultry from predactions birds. 6p. il., diagr. O (U. S. Dept. of Agri. leaflet no. 96) ['33] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.]

Marks, E. S. and others
Psychology work-book; to accompany Gardner Murphy's General psychology. 97p. (bibls.) O c. N. Y.,
Harper pap., .50

Mickey Mouse in King Arthur's court; Ju by the staff of the Walt Disney Studios. 48p. il. (pt. col.) O [c. '33] N. Y., Blue Ribbon B'ks

A new Mickey Mouse story with four "Pop-up" illustrations.

Middleton, George Dr.

Hiss! boom!! blah!! a three-act American comedy in fifty scenes. 194p. D c. N. Y., S. French 1.50 A panoramic play of American life from the war years to the present, soon to be produced.

Milne, Alan Alexander Fi
Two people. 313p. D (Copyright fiction) [c. '31]
N. Y., Burt .75

Monahan, Robert S.

Mount Washington reoccupied; the experiences of a scientific expedition upon the highest mountain in New England—1932-33. 285p. il., maps D c. Brattleboro, Vt., Stephen Daye Press 2.50

tleboro, Vt., Stephen Daye Press 2.50
The diary kept by the author during the eight months he spent as one of three scientific observers on top of Mount Washington.

Montagu, Lady Mary Wortley
The travel letters of Lady Mary Wortley Montagu;
ed. by A. W. Lawrence. 287p. S (Travellers lib. no.
143) '30 N. Y., Peter Smith 1.00

Montgomery, Robert H., ed.

Financial handbook; 2nd ed. 1677p. il. S '33 N. Y., Ronald Press 7.50

Moore, Hight C., D.D.

Re
Points for emphasis: a vest packet commentary on

Points for emphasis; a vest pocket commentary on the International Sunday School Lessons, improved uniform series, for 1934. 240p. nar. T [c. '33] Nashville, S. S. B'd of So. Bapt. Convention

flex. lea. cl., .35

Morris, Ann Axtell [Mrs. Earl Halstead Morris] Ju

Digging in the Southwest. 319p. il. O c. Garden City, N. Y., Doubleday 2.50
An informal narrative of archaeologists' work and experience—for people of high school age and on.

Mullett, Charles Frederic

Fundamental law and the American Revolution, 1760-1776. 216p. (13p. bibl.) O (Studies in hist., economics and public law, no. 385) c. N. Y., Columbia Univ. Press 3.00

An examination of the idea of fundamental law as it was used by the American Revolutionists.

Nash, Jay B., ed.

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Text-Book ed.

Frothingham. Transcendentalism in New England.

Macaulay, Rose. Daisy and Daphne. 1928.

Mort and Featherstone. Entrance and Promotion

Practices in City School Systems; Standards

and Accounting Procedures. 1932.
Palmer, A. de Forest. Theory of Measurements.

1912. Paston, George. Mr. Pope, His Life and Times. 1909.

Rowntree and McCree. Smash the Political Ma-1932.

chine. 1932. Updegraff. Origin of the Moving School in Massachusetts. 1908. (Teachers College. Contribution to Education, No. 17).

Air Law Review, c/o Wilkins, Wash. Sq. E., N. Y. Books, pamphlets, magazines, prints and engrav-ings on balloons, flying machines and aviation in general.

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Archway, 319 Pike St., Seattle, Wash. Right and Riches. McCasland. Wilbur Publ. Co.

Argus Book Shop, 333 S. Dearborn St., Chicago Whyte. Wonder World We Live In.
History of American Field Service in France.
3 vols. Pub. by Houghton Mifflin.
Howard, Sidney. They Knew What They Wanted.
A play. 1st ed.
Bennett, John. Treasure of Peyro Gaillard

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Astor Book Shop, 63 Fourth Ave., New York Joyful News Out of the New Found World. Repr't. Life and Letters of Wm. Beaumont. Mosby. 1912 or 1926.

Augustana Book Concern, Rock Island, III. Warner. English History in Shakespeare's Plays.

L. S. Ayres & Co., Bk. Dept., Indianapolis, Ind. Thomas Rice Holmes. Caesar's Conquest of Gaul. Oxford. Liza of Lambeth. Maugham.

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Steiner. Uncle Joe's Lincoln.
Walpole. The Golden Scarecrow.
Slosson. Keeping Up With Science.

Barbara Bancroft's Bookshop, 189 W. 10th, N. Y. Anthony Adverse. 3 vol. ed. Guy Kilpatric's book of sea stories. Pub. in Saturday Eve. Post.

R. E. Banta, Crawfordsville, Ind.
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Bancroft's Hist. of U. S. 6 vol. ed.
Bronte. Set for library use.
Collected Works of H. Ibsen. Scrib. 1924.
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Decker, W. C. Intro. to Pharmaceutical Latin.
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Proust.

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Henderson & Gillespie. Psychiatry. 1932.

Beacon Book Shop, 43 E. 45th St., New York Wyckoff. Studies in Tape Reading.
Hickernell. What Makes Stock Market Prices. Bond. Stock Prices.
Barron's Financial Weekly. 1932 complete or odd numbers.

Stanley O. Bezanson, 1 Court St., Boston, Mass. Jones, D. D. Lyric Diction.
The Diagonal. Pub. at Yale.

Biblion, 6 Park St., Boston, Mass. ey-Schafer. Endocrine Organs. 2 Sharpey-Schafer. Longmans.

Eighteenth-Century Literature. An Oxford Miscell. Kimmins. Children's Dreams. Longmans. 1920. Conant. Oriental Tale in England in 18th Cent. Columbia Univ.

Binyon & Sexton. Japanese Color Prints. Scribner.
Burr. Autobiography. Houghton. 1910.
Schon. Psychology of Golf. Small.
Woods. Neighborhood in Nation Building. Last
ed. Houghton.
Adrian. Basis of Sensation. Norton. 1928.

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- Trotters.
- Speed. The Horse of America. Busbey's Recollections of Men and Horses.
- Em Pierces. Poems of the Turf.
- Russell's Scientific Horse Shoeing. 19 John H. Davis. The American Turf. 10th ed.
- Mercy Boyd's Bookshop, 131 W. Main St., Waterbury, Conn. Fear and Conventionality. Parsons.
- Diminutive Dramas. Baring. D. D.
- Brandt & Brandt, 101 Park Ave., New York The Bond of the Silent Six. By Austin J. Small.
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 Hewlitt. Earthwork Out of Tuscany.
 Kandinsky. Cost of Spiritual Harmony.
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 Linton. Autobiog. of Christopher Kirkland.
 Markham. History of Peru.
 Millay, Edna St. Vincent. Any autograph. ltd. eds.
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 Turner. Wm. Adams—Old English Potter—
- some accts. of his family & their productions.

 Vail. Deluge & Its Cause—Being an Explanation;

 Waters Above Firmament.

 Vaught. Practical Character Reading.
- Veronese. Textbook on Fourth Dimension.
 Weston. From Ritual to Romance.
 The Baz-Nama-Yi-Nasiri. A Persian Treatise on
 Falconry. Trans. D. C. Phillot. 1908.
- Brentano's, 1322 F St. N.W., Washington, D. C. Apperson. Social History of Smoking.
 Mulhauser. Cruise of the Amaryllis.
 Crozier. Ordnance & World War.
 Johnson, Samuel. English Dictionary. Early ed.,
- but not first.

- Hillquist. History of Socialism in U. S. Fought. Rural Denmark & Its Schools. Chapman. Warblers of North America. Savoy Cocktail Book.
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Webster. Grammatical Institute English Language. 3 parts. Hartford. 1783-5.

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Britannica Book Shop, 342 Madison Ave., N. Y. Maya and Mexican Art. By Thomas Joyce.
Life & Work of Thomas Dudley. By Augustine Jones. Pub. by Houghton Mifflin. 1900.

Britannica Bookshop, 283 Madison Ave., N. Y. Smith, F. Hopkinson. Armchair at the Inn.

Albert Britnell B'k Shop, 765 Yonge, Toronto, Can. The House with the Golden Windows.

Brooklyn College Lib., 80 Willoughby St., Brooklyn, N. Y. Dummelow. Commentary on the Holy Bible.

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American Archives.

Philip Brooks, 70 W. 40th St., New York Cicero. Cato Major. Franklin. 1744. 1st issu Grey, Z. Tales of Angler's El Dorado. History of Bergen County, N. J. History of Otsego Co., N. Y. 1878. James, H. Daisy Miller. 1st. 1744. 1st issue. James, H. Daisy Miller. 1st.

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Scott.

Edwin C. Buxbaum, 1811 E. Wood Pl., Milwaukee National Geographics. 1888 to 1905.

Campbell & Leunig, 8 E. 12th St., New York Pares. History of Russia. Knopf. Milinkov. Russia Today & Tomorrow.

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Colonial Society, Box 343, Richmond, Va. Belle Boyd. Life, etc. Dahlgren. Memoirs of Ulrich Dahlgren. Dahlgren. Memoirs of Ulrich Dahlgre Pickwick. H. and M. only. So. Hist. Soc. Papers. Before vol. 11. Walker, Dr. Thomas. Journal. 1888. 2 copies.

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Johnson, Edith H. The Argument of Aristotle's
Metaphysics. Columbia Dissertation. 1906.

Columbia University Library, New York Barker, E. C. Stephen F. Austin. Cokesbury. Bojer, Johan. The Face of the World. Century. 1919. Cumont, Franz. Astrology and Religion Among

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Dow, Geo. F. Two Centuries of Travel in Essex
Co., Mass. 1605-1799. Topsfield Hist. Soc.
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Gay, Robert M. Emerson; A Study of the Poet as Seer. Doubleday. 1928.

Hoffding. History of Modern Philosophy. Vol. 1.
Macmillan. 1908.

Madeleva, Sister. Chaucer's Nuns. Appleton.

1925.

Noyes, John H. History of American Socialism. Lippincott. 1870.

Lippincott. 1870.

New York. Committee of Fifteen. 1900. The Social Evil . . . Putnams. 1912.

Phillips. Art and Environment. Holt.

Schauler, James. History of the U. S., 1865-77.

Vol. 7. Dodd, 1913.

Schuyler, A. Critical History of Philosophical Theories. Badger.

Smith, Adam. Wealth of Nations. Vol. 1. Putnam. 1904.

nam. 1904.

Yardley, Herbert O. The American Black Chamber. Bobbs, Merrill. 1931.

Zeller. Outlines of History of Greek Philosophy.

Holt. Stael-Holstein, A. L. G. Germany. Houghton.

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Curio Book Shop, 721 W. 6th St., Los Angeles Hebrew and English Bibles. Also Dictionary. Dictionaries in all languages.

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Leaf. Companion to the Iliad. Publ. 1912

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Taylor, B. Poems of Orient.
Mitchell. Hugh Wynne. 1st. Good Soldier Schweik.

Wm. Dawson & Sons, Rare B'k Dept., Pilgrim St., London, E.C.4, England MacCurdy. Amer. School Prehistoric Research. Jameson. Amer. Revolution Considered as Social Movement. Micro-Palaeontology Bulletin. Vol. 1, nos. 1-6, 8. Leith & Mead. Metamorphic Geology. Sutermeister. Industrial Applications of Casein. International Studio. Vols. 1-84. Must be cheap. Jnl. Physical Chem. Vol. 29, pt. 1, Jan.-June, '25.

Dawson's Bookshop, 627 S. Grand Ave., Los Angeles, Cal.

Borrowings.
Byrne. Dual Arithmetic.
Donophan's Expedition. Reprint.
Fisher, Harrison. American Beauties.
Fiske Family Genealogy. Goode. Virginia Cousins.
Gregg. Commerce of Prairies. Vol. 1. Clark. Gregg. Commerce of Prairies. Vol. 1. Clark. Hutton. Literary Landmarks.
Jepson. Silva of California. Cloth ed.
Jordan, D. S. Fate of Iciodorum.
Lanyon, Walter. Gift Book.
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Lewis & Clark Expedition. By Coues. Vols. 2 & 4.
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Pattie. Personal Narrative.
Seal. Christian Science in Germany. Pattie. Personal Narrative.
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Smart Set Magazine. Aug., 1911.
Tyler, Dannett. Americans in Eastern Asia.
Winworth. Epic of Sounds.
Charaka Club Proceedings. Vols. 1-3.

Dixie Business Book Shop, 126 Liberty St., N. Y. Sassoon. Satirical Poems. Catterall, Ralph C. H. Second Bank of the United States.

Doubleday, Doran Book Shops, Garden City, N. Y. A Century of Industrial Progress. Wile. Thinking Through the Scriptures. White. Raymond. Lodge. Pulpit Prayers. Maclaren.

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Duttons, 681 Fifth Ave., New York
Allen, Hervey. Anthony Adverse. 1st ed. regular;
Anthony Adverse. 3 vols. limited. Art Bulletin for 1924.

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the B. & O.).

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1866. Ouida. Fireside Frescoes; Friendship; Critical

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Studies.
Picturesque "B & O" History. 1882.
Porter, A. Kingsley. Romanesque S
the Pilgrimage Roads. Romanesque Sculpture of

Spanish Romanesque Sculpture. Was publ. 1928 in Florence.
Thurston, R. A. History and Growth of Steam

Thurston, R. A. History and Growth of Steam Engine. 1895.
Turnbull, R. J. Observations on State Sovereignty.
N. Y. 1850.

Vallery-Radot, R. Life of Pasteur. Doubleday. '23. Walters. Ferns. (American Nature Series.)
Webb. Celestial Objects for Common Telescopes. Wegelin, O. Jupiter Harmon... Selections from His Writings, etc. N. Y. 1915.
Wells, Henry W. Poetic Imagery Illustrated from Elizabethan Literature.
White, G. Starr. Unhealth; The Story of the Human; Finer Forces of Aura Nature.
White, S. A. Snowshoe Trail; Silver Hawk.
Wise, T. J., & Symington, J. A. Brontes: Their Lives, Friendships and Correspondence.
Wonder, Wm. Reciprocity. Vallery-Radot, R. Life of Pasteur. Doubleday. '23.

Wonder, Wm. Reciprocity. Young Steam Engineers Guide and the Abortion

(sic) of Young Steam Engineers Guide. Pub. by Oliver Evans. 1805.

Eastern Book Co., 254 W. 31st St., New York Diary of Tolstoi's Wife. Vol. 3.

Eau Claire, Wis., Book & Stationery Co. Pritchard. Sniping in France.

Economy B'k Shop, 901 E St. N.W., Wash., D.C. Chas. Cross.
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hman. Art of Blending & Compounding Liquors & Wines. Fleishman.

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Somerville & Ross. The Real Charlotte. F.
Pringle. Snipe Shooting.
Hammond. My Friend the Partridge. 1908.
Griswold. Kittens.

J. K. Gill Co., Fifth Ave. at Stark, Portland, Ore. Emerson's Voiceless India. Doubleday.

Gimbel Bros., Bk. Dept., Philadelphia The Outermost House. By Beston. Rise of Goldbergs. Pub. by Barse & Co. History of France. By H. E. Marshall.

Frank Glenn, 312 Ward P'kway, Kansas City, Mo. Encyclopaedia Britannica. 14th ed. Harvard Classics. Pagan Anthology.

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Goodspeed's Book Shop, 7 Ashburton Pl., Boston Bradford's Plymouth. 1896.
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Doyle, Puritan Colonies. 2 vols.; Va., Md. and the Carolinas. 1882.
Works of Rufus King. 6 vols.
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Smith. Dwelling Houses of Charleston. 1917.

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Van der Naillen. Balthazar the Magus. '04.

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County Atlas of Middlesex County, Conn. 1874.
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It Is a Strange House. Dana Burnet. Little.

N. W. Henley Publ. Co., 6 W. 45th St., New York Metal Worker's Hand-Book of Receipts and Proc-esses. By William T. Brannt. Metals and Their Alloys. By Charles Vickers. Saw Filing and Management of Saws. By Robert

Grimshaw.

Mechanical Movements, Powers and Devices. By Gardner D. Hiscox, M.E.

Karl W. Hiersemann, Königstr.29, Leipzig C1, Ger. Jomard. Monum. de la Geographie. 1854-62. Journal of Physical Chemistry. Vol. 1.

Highee Book Shop, Public Sq., Cleveland, O. Table Top Photography. By John Wells.

Albert P. Hill Co., 233 Oliver Ave., Pittsburgh Latrobe, J. H. B. First Steamboat Voyage on the Western Waters. Published Maryland Historical Society. 1871.

Anything at all pertaining to Nicholas J. Roosevelt. 1767-1854. Including pictures or

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Semmes, John E. John H. B. Latrobe and His Times.

Morrison, John H. History of American Steam

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Guiney, Louise Imogen. Songs at the Start;
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Creuzbauer. Route to Gulf of Mexico.
Robinson. Life in California. Robinson. Life in Came. Hasting's Emigrant's Guide. Memoirs. 1904. Bosqui. Memoirs. 1904. Browne. Crusoe's Island. Any Guides to California prior to 1850. San Francisco imprints prior to 1855. Rough and Ready Annual. 1848. Rough and Ready Annual. 18 Cutts. Conquest of California. Unusual California items.

J. Horne Co., Bk. Dept., Pittsburgh, Pa. The Musket Boys on the Delaware. Musket Boys Under Washington.

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J. L. Hudson Co., Bk. Dept., Detroit Hepburn. History of Currency in U. S.

H. S. Hutchinson & Co., 222 Union St., New Bedford, Mass.

History of the Town of Canton, Norfolk County, Massachusetts. By Daniel T. V. Huntoon. Pub. by the town. John Wilson and Son, University Press, Cambridge, Mass.

Hutzler Bros. Co., Bk. Dept., Baltimore, Md. Beecham Brook. By Margaret Preston.

Hyland's Old Book Store, 913 S.W. Fourth Ave., Portland, Ore.

History of Roman Empire.

Illinois Book Exch., 337 W. Madison St., Chicago U. S. Supreme Ct. Rpts. Cranch. Vol. 8. Wheaton. Vols. 4-12. Freethinkers' M ton.

Magazine and Freethought Directory. Vols. 1-20. 18 by H. L. Green. h. Ency. Insurance Law. Vols. 1-20. 1883-1902. Edited

Internat'l Art & Science B'k Co., 192 B'way, N.Y. Index Medicus. Sec. series, v. 1, nos. 4, 5, 10; v. 6, nos. 1, 3, index. Chemical & Metallurg. Eng. Vol. 39, no. 9.

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Encyclopaedia Britannica. 14th ed. Morocco bdg. Bromfield. Green Bay Tree. 1st ed. Laussat. On Equity. Naval Officers. Record of Living. About 1910.

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prices, including supplement.
France Rziha (Riha).
Die Gotischen Steinmetz. 1887.

Kegan Paul, Trench, Trubner & Co., 38 Great Russell St., London, W.C.1, Eng. Morse. Catalogue Japanese Pottery. 1901. Annals Amer. Acad. Polit. Science. Nov., 1925. Harrison. Corner Stone Philippine Independence. Nuttall. Earliest Hist. Relations Mexico Japan. 1906.

Zayas Enriquez. Benito Juarez. 1897; Estado de Yucatan. 1908; Case of Mexico. 1914; Porfirio Diaz. 1908; Estados Unidos Mexicanos, sus progresos 1877-97. 1897-9; Estados Unidos Mexicanos, sus condiciones naturales, etc. 1893.

Kendrick-Bellamy Co., 16th St. at Stout, Denver Holden Genealogy. Vols. 1 & 2. By Putnam. Pueblo Potter. By Ruth Bunzell. Formerly published by the Columbia University Press.

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 Conquest of Mexico. Lippincott. Green cloth ed. Loosemore. Nerves and the Man. Doubleday,

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Roosevelt Album. Pub. A. T. Cole Co.
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Way's trans. of Nibelung.
Mahan. Naval Warfare. Ed. by Allan Westcott.
1920.
Lauriat. Lusitania's Last Voyage. 1915. Also
Ltd. ed. 1915.

Samuel R. Leland, Inc., 129 Park Row, New York Edinburgh Missionary Conf. Report. Vol. 10. Temple, Covenanter, Cavalier, and Puritan.

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